NAHANNI NATIONAL PARK RESERVE
1991 VISITOR STUDY
Study Results

Submitted by

Michelle Robinson

Prepared for

Socio-Economic Services Unit
Canadian Parks Service
Winnipeg, Manitoba

March 1992

92-07481/

TABLE OF CONTENTS

EXECUTIVE SUMMARY

1.0 BACKGROUND

2.0 METHODOLOGY
  - 2.1 Field Operations
  - 2.2 Cluster Analysis

3.0 OVERVIEW OF THE RESULTS
  - 3.1 Profile of the Respondents
  - 3.2 Information Services
  - 3.3 Trip Profile
  - 3.4 Visit Profile
  - 3.5 Satisfaction with Air Charter Company Services
  - 3.6 Satisfaction with Facilities and Services Provided by the Canadian Parks Service
  - 3.7 Effects of Potential Trip Detractors
  - 3.8 Overall Satisfaction with Trip
  - 3.9 Future Initiatives for Nahanni National Park Reserve
  - 3.10 Recreation Experience Preference Results
  - 3.11 Expenditures
    - 3.11.1 Expenditures on Food
    - 3.11.2 Expenditures on Accommodation
    - 3.11.3 Expenditures on Transportation
    - 3.11.4 Expenditures on Recreation
    - 3.11.5 Expenditures on Personal Items
    - 3.11.6 Total Expenditures
  - 4.0 CLUSTER ANALYSIS RESULTS
  - 4.1 Underlying Benefit Dimensions of Park Visitors
  - 4.2 Derivation of Park Visitor Segments Based on Benefit Dimensions
  - 4.3 Profile of Visitor Segments Based on Benefit Dimensions
    - 4.3.1 Profile of Visitors
    - 4.3.2 Information Sources Used
    - 4.3.3 Trip Profile
    - 4.3.4 Visit Profile
    - 4.3.5 Overall Satisfaction
    - 4.3.6 Future Initiatives
    - 4.3.7 Expenditures
  - 4.4 Concluding Observations on the Cluster Analysis

5.0 CONCLUSIONS

6.0 APPENDICES

6.1 Copies of the Questionnaires
6.2 Verbatim Comments from the Backcountry Visitors
6.3 Verbatim Comments from the Day Visitors
6.4 Verbatim Comments from the VRC Visitors
6.5 Benefit Segmentation of the Visitors to Nahanni National Park Reserve (1991)

TABLES OF FIGURES

FIGURE 1 Age of Respondents 3

FIGURE 2 Information Types
Importance and Satisfaction 5

FIGURE 3 Sources of Information
First Learn About NNPR 6

FIGURE 4 Sources of Information
Most Useful for Planning 7

FIGURE 5 Attractions Visited on Trip 10

FIGURE 6 Sites Visited in NNPR
Top Ten Sites 12

FIGURE 7 Air Charter Company Services
Visitor Satisfaction 14

FIGURE 8 CPS Facilities
Visitor Satisfaction 16

FIGURE 9 Designated Campsites
Favourite and Least Favourite 17

FIGURE 10 Visitor Reception Centre
Visitor Satisfaction 19

FIGURE 11 Expenditures
By Expenditure Category 22

Executive Summary

Methodology

Questionnaires were developed for three visitor group types - backcountry visitors, day visitors to Virginia Falls and visitors to the VRC.

Site staff and outfitting / air charter companies worked cooperatively to distribute registration cards and questionnaires to the visitors. All visitors (16 years and older) were asked to complete a questionnaire.

In total, 253 questionnaires were returned to regional office.

Findings

A majority of the visitors to Nahanni National Park Reserve were between the ages 26% to 45 years old. Most visitors had completed some university and had income levels above $40,000 annually. Most visitors reported the primary reason for their trip was recreation and pleasure.

Most groups to Nahanni consisted of friends and family. Few visitors reported travelling with work associates. Visitors reported they visited other attractions in the Northwest Territories during their trip. A large number of backcountry visitors reported staying overnight in the local area during their trip.

Backcountry and day visitors engaged in a variety of activities during their visit to Nahanni. The most popular activities included hiking, nature study and climbing.

Visitors reported high satisfaction with the services provided by the air charter companies. Visitors also reported high satisfaction with the services provided by the CPS at Virginia Falls and the VRC.

Visitors reported seeing more people than they had expected on their trip to the park. Approximately 50% of the visitors reported feeling crowded during their trip, especially at Virginia Falls.

Visitors reported the highest appreciation for three of the proposed initiatives: restriction of day visitors, provision of river guide and reservation of time on the river.

Dollar figures for the expense categories varied for each visitor group type. On average, backcountry visitors reported spending more money on their trip. Visitors to the Visitor Reception Centre reported spending more money on their trip than expected.

Seven visitor segments were identified through the cluster analysis completed (refer to the Appendices for the complete report). The results demonstrated few differences between the visitor segments with the visitor profiles, information sources used, trip and visit profile and expenditures.

1.0 Background

The Canadian Parks Service conducted a visitor study for Nahanni National Park Reserve during the 1991 visitor season. This report presents the results of that survey.

Nahanni National Park Reserve is located in the southwest corner of the Northwest Territories. Approximately 1000 people visit the reserve each summer. UNESCO recognized the park as a World Heritage Site and the Canadian Parks Service designated the section of the South Nahanni River in the park as a Canadian Heritage River.

In 1991, approximately 700 persons visited Nahanni National Park Reserve. They included backcountry visitors, day visitors to Virginia Falls and visitors to the VRC.

The 1991 Visitor Study provides information for three management and planning issues. It will provide information for the Management Plan Review scheduled for 1992 and will fill information gaps for the current Service Plan and future Service Plan Reviews. Information gathered on Capital Projects and other planned initiatives for the park will assist the Canadian Parks Service to meet the present and future needs of the visitors.

The visitor study had six goals:

1) develop a profile of current Nahanni National Park Reserve visitor market segments,
2) determine each segment's needs, motivations and expectations,
3) determine each segment's satisfaction with the available sources of information,
4) assess each segment's satisfaction with facility development and management of Nahanni National Park Reserve and their view of the future management direction for Nahanni National Park Reserve,
5) collect information to help determine the economic impact of visitors to Nahanni National Park Reserve, and
6) determine each segment's overall perception of their trip to Nahanni National Park Reserve and their perception of potential trip detractors.

The CPS developed a questionnaire for each group types: backcountry, day and VRC visitors. The CPS distributed and collected the questionnaires. This report represents the analysis of the data and a review of the methodology. The appendices of this report includes a copy of the questionnaires, and a verbatim listing of the visitor comments. A separate Appendices Report will include the coding manual, SAS tables and the complete report on the segmentation.

2.0 Methodology

The methodology required a survey to be distributed to three types of visitors: backcountry, day and VRC visitors. All groups were required to complete a registration card. Those over 15 years of age were asked to complete a questionnaire. Questionnaires were also distributed to visitors at the VRC and site staff mailed out questionnaires to backcountry and day visitors.

2.1 Field Operations

Site staff distributed Registration Cards to each visitor group in the Visitor Reception Centre. A visitor group was considered any group of people who planned their trip to the park together. Site staff distributed questionnaires to all eligible visitors to the VRC. Site staff distributed Registration Cards to independent backcountry visitor groups (those groups who did not use the services of an outfitting or air charter company).

Air charter company staff distributed registration cards to both backcountry and day visitor groups using their services. The company staff returned the completed cards to site staff.

Outfitting company staff also handed out registration cards to backcountry visitor groups using their services. The completed cards were returned to site staff.

Site staff mailed a questionnaire to each visitor. Regional staff maintained a list of all visitors to Nahanni and returned questionnaires. Regional staff sent a second mail-out in September for non-respondents, with a deadline set for the end of October.

Site staff sent 473 questionnaires to Nahanni visitors. A total of 253 questionnaires were returned to regional office. These included 178 backcountry questionnaires, 41 day visitor questionnaires and 34 Visitor Reception Centre questionnaires.

2.2 Cluster Analysis

The CPS had cluster analysis done to analyze the visitors to Nahanni to determine the market segmentation. A factor analysis on scales was done to reduce the number of insignificant correlations from the analysis (see Appendices Report for the complete report).

3.0 Overview of the Results

For the study of visitors to Nahanni National Park Reserve, backcountry visitors are over-represented in the survey results. In general, the overview of the results does not distinguish between backcountry, day and VRC visitors. Any significant differences between the visitor group types will be identified.

3.1 Profile of the Respondents

Almost half of the visitors (45%) to the park were between the ages 26 to 45 years. (See Figure 1) The average age for visitors to the park was 38 years.

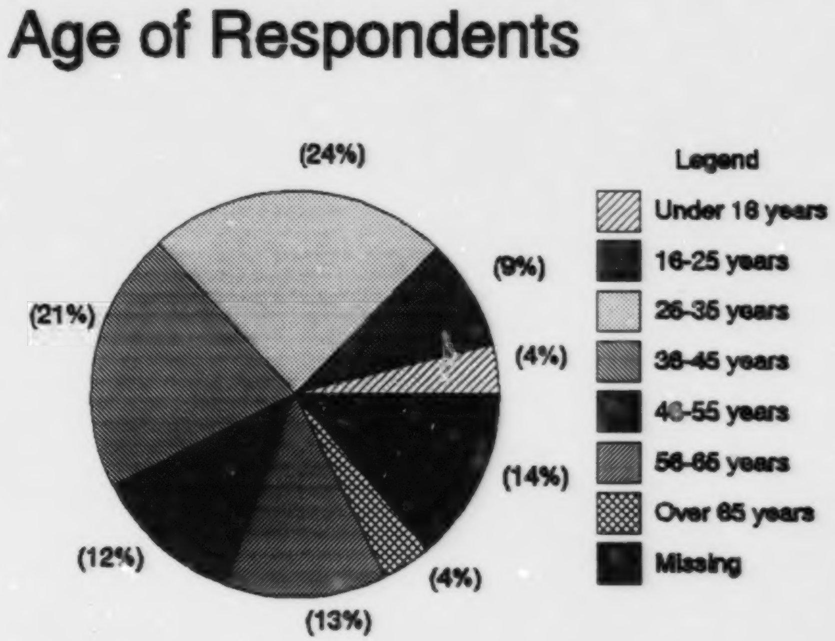


Figure 1.

There were approximately twice as many male visitors to Nahanni than female visitors for backcountry and VRC visitors. Day visitors were split almost evenly between males and females.

Nearly 100% of the visitors to Nahanni National Park Reserve indicated their preference for English. Less than 2% of the visitors indicated a preference for French.

Most of the visitors to the park are well-educated. Almost 70% of the visitors had received degrees from university or have some university education.

Ontario residents accounted for the largest percentage (44%) of backcountry visitors to Nahanni National Park Reserve. Backcountry visitors originated from all provinces and territories in Canada, twelve states in the United States and three European Countries (Germany, Belgium and Austria). However, few visitors from Europe completed the questionnaires. A large percentage (63%) of the day visitors originated from the Northwest Territories. Visitors to the Visitor Reception Centre travelled from Alberta, the Northwest Territories and British Columbia.

The largest percentage of visitors to the park (21%) have a total household income over $100,000. Over 20% of the visitors reported their household income between $40,000 and $59,999. The range of income for visitors to Nahanni National Park Reserve included all possible categories from less than $10,000 to over $100,000 per year.

A large majority of the visitors to Nahanni National Park Reserve stated their reason for travel as being recreation/ pleasure (94%). A second reason listed for the trip was for a learning experience/ nature study. The most important reason for travelling to the park was for recreation/ pleasure.

More than 95% of the visitors have been to a national park in past two years. The largest percentage of visitors had been to one or two national parks in the last two years (41% and 47%). Although, some visitors reported 50 trips to national parks during that time, almost 90% indicated that they had 20 or fewer trips to national parks in the past two years.

3.2 Information Services

Only 30% of the day and backcountry visitors reported their satisfaction with the information services provided for their trip to the park. Almost 60% of the respondents expressed some dissatisfaction with the information available. Comments included more information was needed on specific topics and there should be better availability of the information outside of the Northwest Territories.

Visitors rated the importance of six specific topic areas: local history, transportation options, ecosystem, local accommodation, other sites and expected costs of the trip. Visitors also rated their satisfaction with the information provided for their trip. Visitors rated the importance and their satisfaction with the information on a five-point scale. The average is the average rating given to the topic area by the visitors. (See Figure 2.)

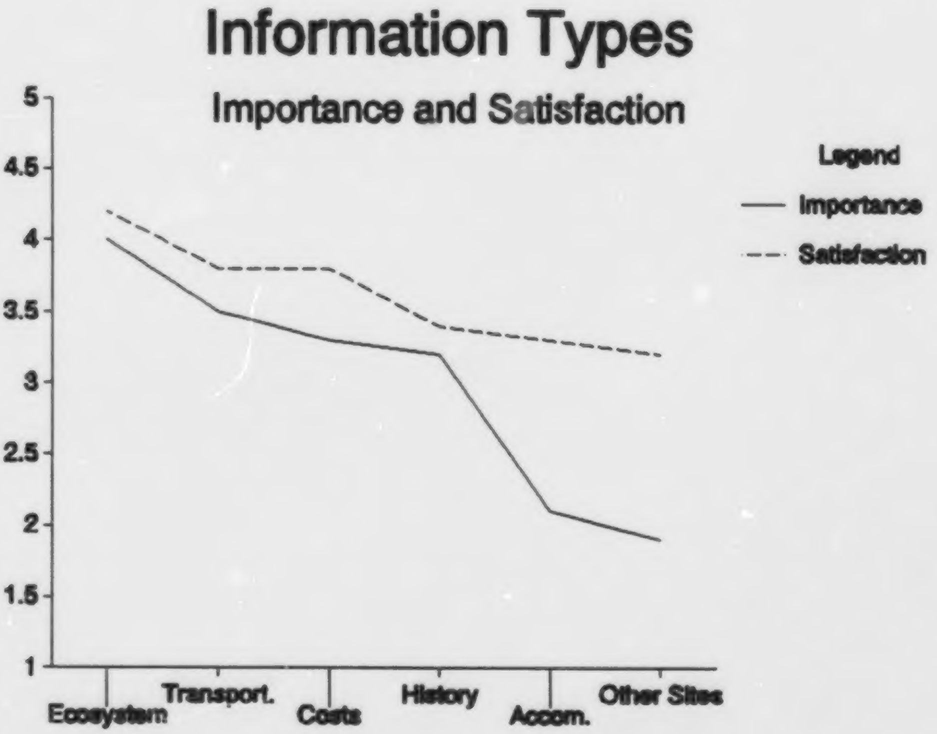


Figure 2.

Overall, the information provided to the visitors is satisfying the visitors' needs. Visitors reported a higher level of satisfaction with information provided in the specific subject areas than importance. Visitors reported a higher than expected satisfaction for information provided on other sites and local accommodation.

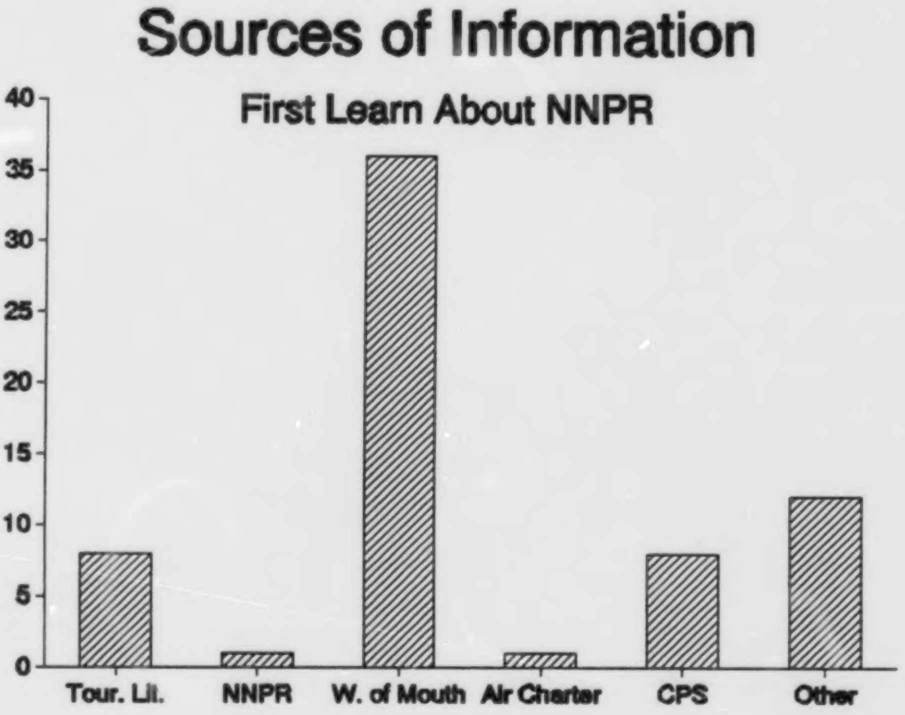


Figure 3.

Visitors reported how they first learned about Nahanni. (See Figure 3.) Visitors reported word of mouth was their first source of information about Nahanni. The other category includes responses such as "I've known since childhood", television shows and books on Nahanni and trade shows.

Visitors reported which information source was most useful for planning their trip to Nahanni. (See Figure 4.)

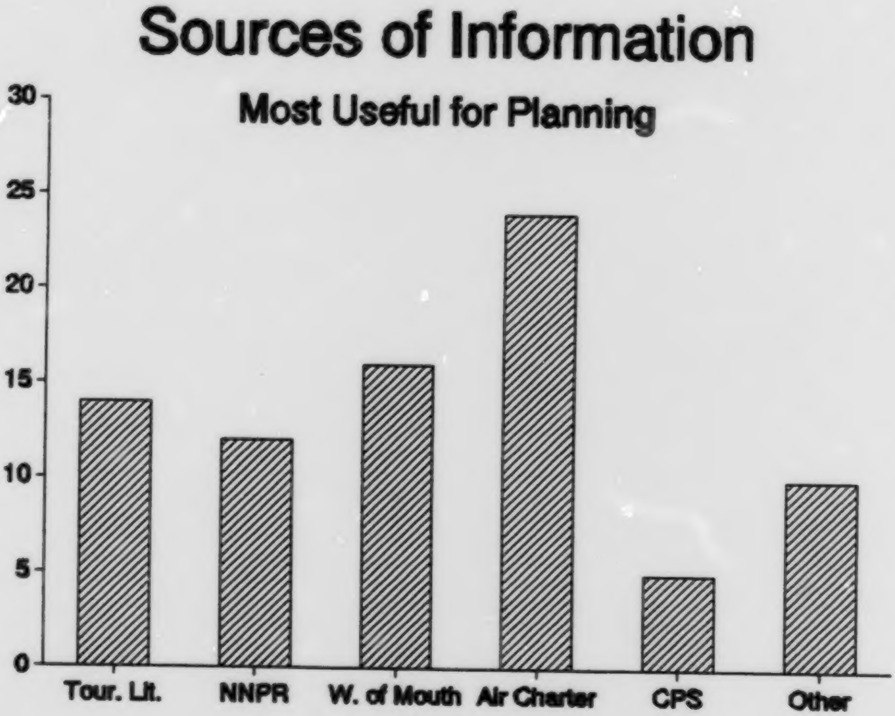


Figure 4.

Air charter companies provided the most useful information for trip planning for a significant percentage of visitors (23%). This percentage is a significant difference from the small percentage assigned to air charter companies for first knowledge about the park. Tourist literature, word or mouth and NNPR brochures also provided useful information for the visitors.

3.3 Trip Profile

A majority (84%) of all visitor group types consisted of family and friends. A day trip to Virginia Falls sponsored by the Government of the Northwest Territories accounted for 37% of the day visitors.

Most backcountry visitors (42%) reported they chose Nahanni for its reputation and for the challenge of the river. Other reasons for their trip were the activities available (19%) and such a trip to Nahanni National Park Reserve had always "been a dream of mine" (14%). A large majority (87%) of the visitors stated that their visit to the park was the main reason for their trip. Day visitors (44%) reported they choose a Day visit over a longer trip because they did not have the time for a longer trip. Most visitors to the VRC (32%) reported they were in Fort Simpson for other reasons and then decided to visit the VRC.

A majority of backcountry visitors and day visitors flew to Fort Simpson and then to the park (42% backcountry, 55% day visitors) Most visitors to the VRC drove to Fort Simpson.

Visitors listed other attractions they visited during their trip. Most reported seeing other sites during their trip to Nahanni. (See Figure 5.) Day visitors were least likely to have visited other sites during their trip (with the exception of Fort Simpson and Yellowknife which served as flight centres for their trip). Many visitors to the VRC travelled to a variety of sites on their visit to the Northwest Territories.

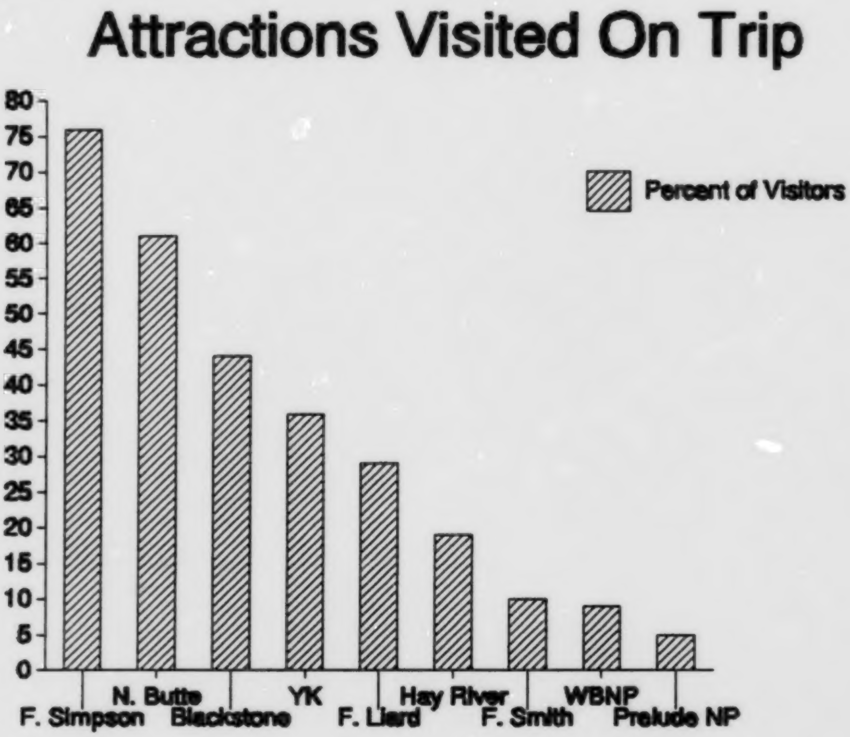


Figure 5.

Fort Simpson and Nahanni Butte serve as starting and finishing points for many backcountry trips to Nahanni. All day visitors make a stop in Fort Simpson. (Some visitors may have not stated they were in Fort Simpson as a part of their trip because the stayed in Fort Simpson for re-fuelling only.) All visitors to the VRC must stop in Fort Simpson. Other sites in the regional area gained moderate visitation from Nahanni visitors.

Almost 80% of the backcountry visitors said they stayed overnight in the local area as a part of their trip. The largest percentage of overnight guests stayed in Fort Simpson at the Nahanni Inn, Simpson Air Camp, and Fort Simpson Campground. Most visitors stayed only one or two nights in the local area. Approximately 25% of the day visitors stayed in the local area as a part of their trip. Most of the day visitors reported staying with family and friends for their trip.

3.4 Visit Profile

Visitors checked off those activities that they engaged in during their visit to Nahanni National Park Reserve. The most popular activities for the backcountry visitors included day hiking, canoeing, visiting the hotsprings, nature study, swimming and climbing. The most popular activities for day visitors included hiking, picnicking, nature study and climbing.

Backcountry visitors reported the sites they visited during their trip in the park. Figure 6 represents the top ten sites visited by the backcountry visitors. (It is important to note that over 20% of the respondents did not complete this question correctly.)

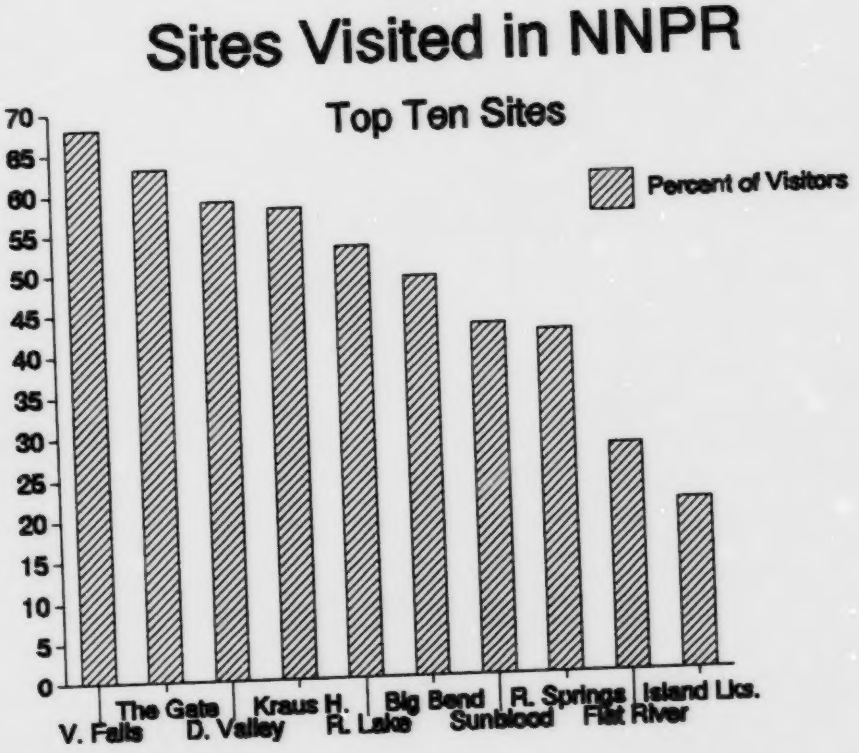


Figure 6.

Virginia Falls is a main destination for Nahanni visitors. The linear design of the park means visitors will visit most of the sites listed. However, certain sites such as The Gate, Deadmen Valley and Kraus Hotsprings are easily identifiable and have their own attractiveness within the park. These sites would likely receive more visitation and recognition from the visitors.

Some campers stayed overnight at designated campsites along the river. Visitors reported the number of nights that they stayed at each of the designated campsites in the park. For all sites (except for Virginia Falls and Deadmen Valley), most visitors stayed only one night at each site. Over half of the visitors at Virginia Falls and a third of the visitors at Deadmen Valley stayed two nights.

Most day visitors reported staying between four and six hours at Virginia Falls (60%). They also stated they were satisfied with the amount of time they spent at the falls. Day visitors were asked if they had heard of other potential day sites in Nahanni: the most common sites listed were Rabbitkettle and Kraus Hotsprings, Moose Ponds and Cirque de Unclimables. A proposal for overnight visits to Virginia Falls was supported by over 60% of the day visitors.

3.5 Satisfaction with Air Charter Company Services

Only 10% of the backcountry visitors did not use a air charter company for their trip to Nahanni National Park Reserve. They travelled to Nahanni by private plane.

Simpson Air accounted for 58% of the backcountry and day visitors to the park. Blackstone Aviation carried 13% of the backcountry visitors to Nahanni. Laird Air, Watson Lake Air Services, Wolverine and Ptarmigan together accounted for 14% of the travel to the park.

Visitors rated their satisfaction with the services provided by the air charter company services on a scale of 0 to 5 (5 being the highest rating). (See Figure 7.)

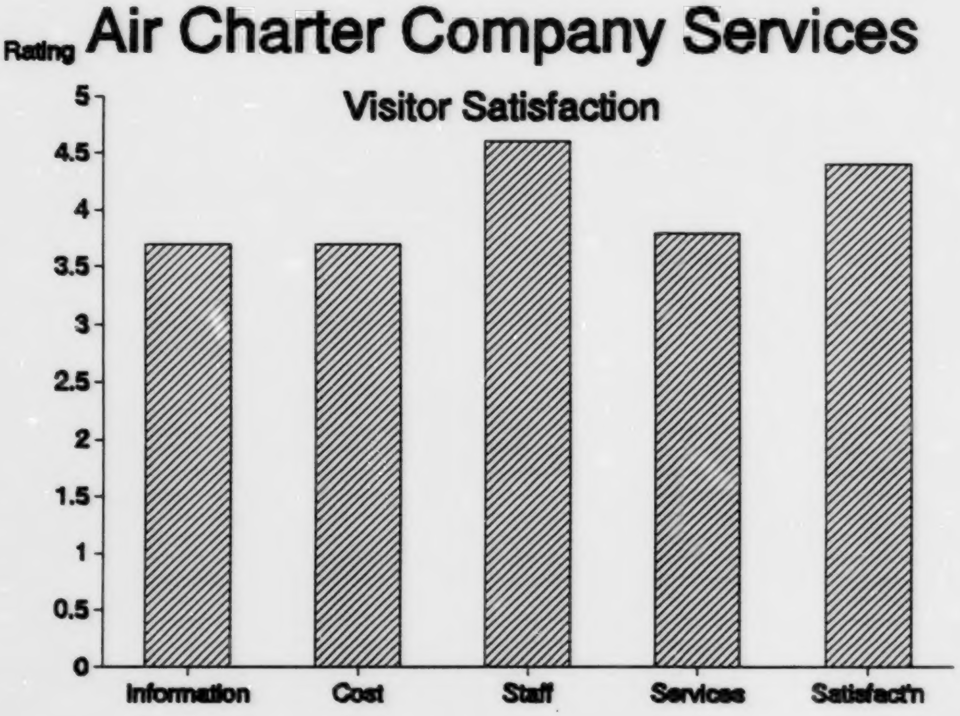


Figure 7.

Overall, visitors were very satisfied with the services provided by the air charter companies. All services provided by the air charter companies received high ratings from the visitors (lowest rating was 3.6 out of a possible 5). Staff friendliness and overall satisfaction received the highest ratings. There were no significant differences between the different air charter companies and the visitor satisfaction.

3.6 Satisfaction with Facilities and Services Provided by the Canadian Parks Service

Visitors rated their satisfaction with the development at Virginia Falls on a scale from 0 to 5 (five being the most satisfied). (See Figure 8.)

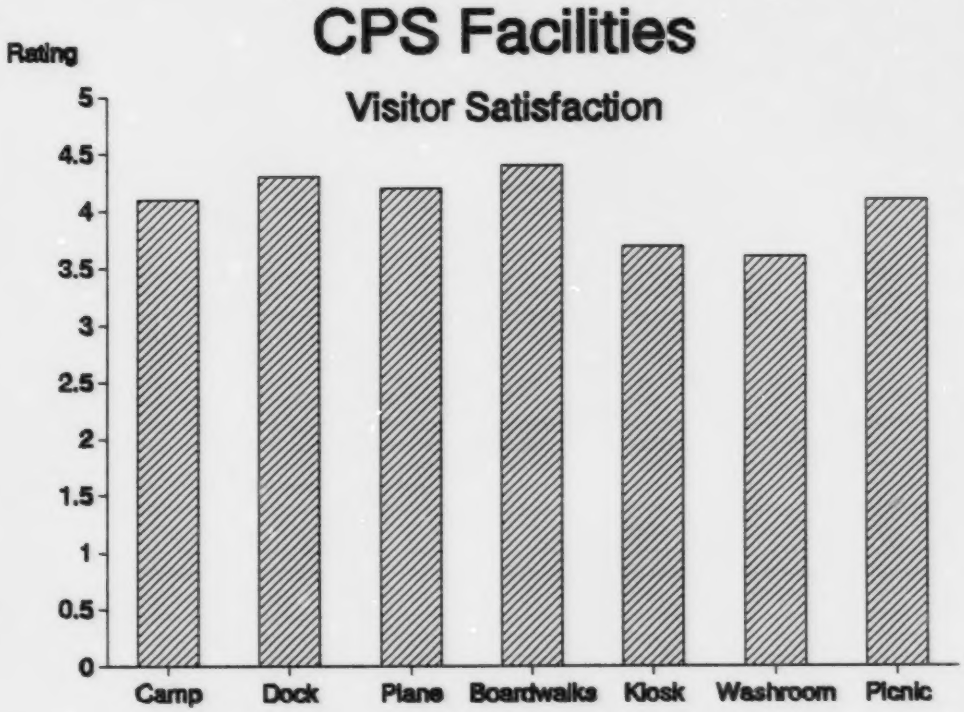


Figure 8.

The facilities provided by CPS at Virginia Falls received high grades from the visitors. They were most pleased with the boat dock and the portage boardwalks. Visitors gave the lowest ratings to the washroom facilities and the interpretative kiosk. Visitors reported the washroom facilities needed upgrades and repairs. Some visitors questioned the need for the interpretative kiosk and therefore, had lower satisfaction with the facility.

Visitors listed the facilities currently provided at Virginia Falls that should not be provided at the park. Most acknowledged the need for the additional facilities at Virginia Falls. Only 25% of the visitors reported any dissatisfaction with the existence of the facilities at Virginia Falls. The visitors who were dissatisfied with the development at Virginia Falls reported greatest dissatisfaction with the existence of the interpretative kiosk and the eating areas.

Backcountry visitors reported their favourite and least favourite designated camping sites in Nahanni. (See Figure 9.)

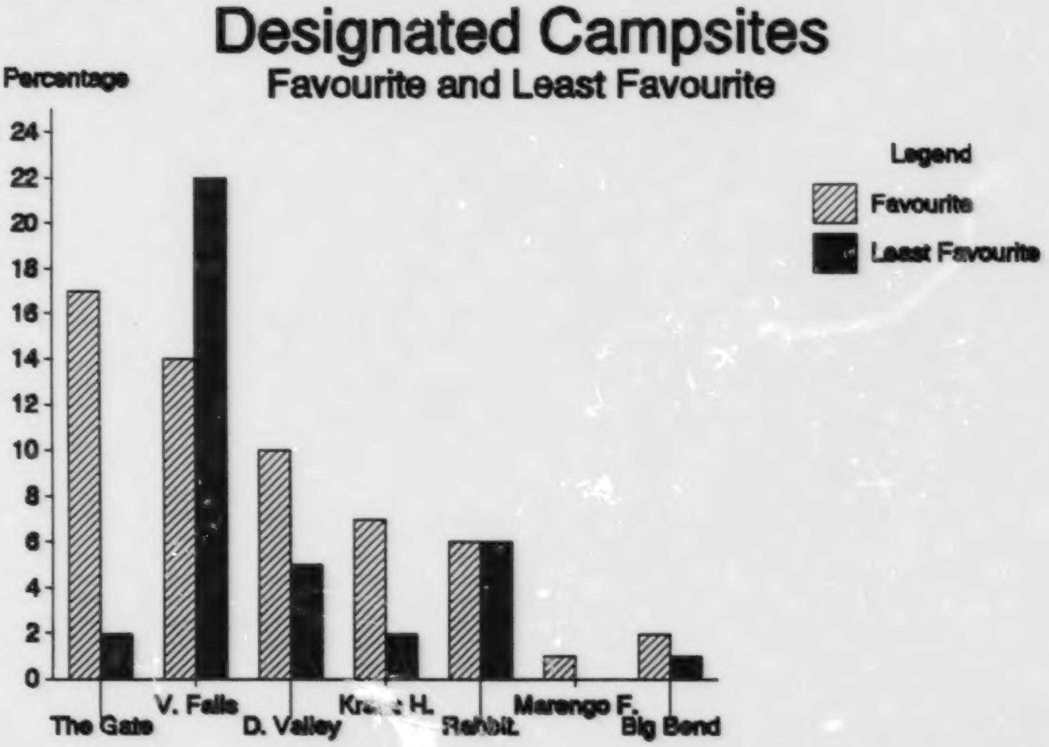


Figure 9.

Approximately 50% of the backcountry visitors were unable to pick a favourite and least favourite site. Visitors also reported why they had chosen the particular site as being their favourite or least favourite site.

The Gate provided the highest level of satisfaction and a low level of dissatisfaction. Most reported satisfaction with the natural environment as the primary reason for their satisfaction. Virginia Falls is a popular site for both backcountry and day visitors. As a result, some visitors felt overcrowded at Virginia Falls and felt the area was over-developed. Virginia Falls' natural scenery rated high for satisfaction for the visitors. Rabbitkettle Lake provided the same level of satisfaction and dissatisfaction for the visitors. Visitors reported satisfaction with the natural environment (such as the scenery and activities available) and dissatisfaction with the man-made environment (crowding and maintenance of the designated campsite).

Day visitors and backcountry visitors reported if they had visited the VRC in Fort Simpson as a part of their trip. Sixty-five percent of the visitors stated they had visited the VRC. Questionnaires for the VRC were given to those who had only visited the centre. Persons who were on backcountry and day visits to did not receive VRC questionnaires.

Most of the non-visitors to the VRC stated its location was not convenient to them (they were not in Fort Simpson, as a part of their trip). Day visitors reported they did not have time to see the VRC. (Many flights from Yellowknife stop in Fort Simpson for re-fuelling only.)

Almost 60% of the visitors to the VRC said their visit was between one to two hours. Thirty percent of the visitors stated they stayed between two to three hours. Visitors rated their satisfaction with the facility and services provided by the staff on a scale of 1 to 5 (1 being the least satisfied and 5 being the most satisfied). (See Figure 10.)

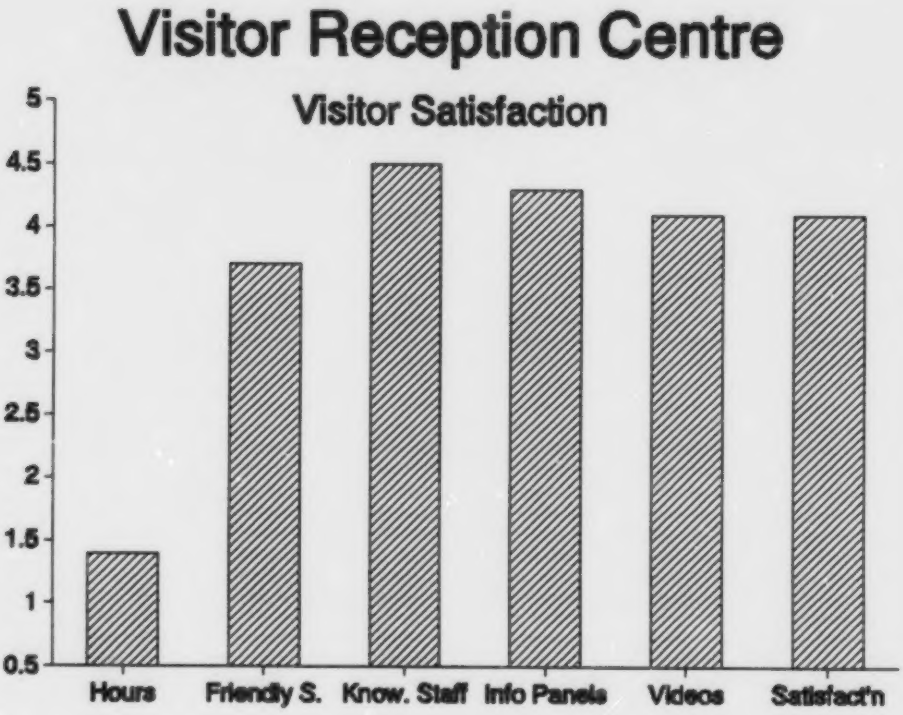


Figure 10.

Most visitors were satisfied with their visit to the VRC. The information provided to them by the staff, display panels and videos was rated as highly. Visitors reported extremely low grades for the convenience of the hours of the VRC. Visitors did report some dissatisfaction with the size of the facility and the quality of the display material. (These visitors felt the VRC should be larger and more information should be given on the natural and cultural history of the area.) Some visitors reported some confusion with sign at the front of the VRC. They reported the "Administration Sign" should clearly state that the Visitor Reception Centre is located in the same building.

3.7 Effects of Potential Trip Detractors

The Canadian Parks Service was interested in determining the level of crowding in the park and whether this was a detraction for the visitors.

Less than 10% of the visitors said they did not see any planes or helicopters on their trip. Almost 50% of the visitors (48%) reported they saw more than six planes or helicopters during their visit. Of those people that did see planes or helicopters on their trip, only 20% felt the planes detracted from their trip.

Almost half of the visitors to Nahanni National Park Reserve reported they saw more people than they had expected during their trip. Almost 40% of the visitors said they saw as many people as they had expected. Visitors were split almost evenly on whether they felt crowded during their trip.

Nearly 40% of the people who felt overcrowded reported crowding on one to three days. The area that was most often overcrowded was Virginia Falls.

Currently the CPS patrols the park during the visitor season. Almost 60% of the visitors reported meeting park staff during their river trip. A majority of the visitors (78%) felt that patrols were necessary. The visitors were asked to report why they felt patrols were needed; these responses were placed into three categories. The largest majority of respondents felt that the patrols provided safety and protection for the visitors. The most common reasons for why patrols are not needed are the numbers of visitors do not justify the service and the patrols are a distraction for the visitors.

Almost 50% of the visitors did not express a preference for the type of watercraft used. However, non-motorized canoe patrols were preferred by the almost two-thirds of the respondents who did express a preference.

3.8 Overall Satisfaction with Trip

Visitors to Nahanni rated their trip on a scale from 1 to 5 (1 being very dissatisfied and 5 being very satisfied). The average response for all visitors to Nahanni National Park Reserve was 4.7 and the range was from 2 to 5.

3.9 Future Initiatives for Nahanni National Park Reserve

Visitors checked which of the listed development initiatives were important to them. Visitors could check as many items as they felt were important.

Restrict the number of day-users to the park	31%
Provide a more complete river guide to visitors	31%
Require river users to reserve time	30%
Develop a complete hiking trail system	23%
Provide display panels at Virginia Falls and Hole-in-the-Wall trailhead	16%
Provide more developed campsites along the river	10%
Improve interpretative services	9%
No more development in the park	9%
Provide more river patrols by park staff	8%
Increase the number of day-use sites	7%
Upgrade existing facilities	6%
Restrict access to the park	4%

Visitors were then picked the initiative that was most important to them. The top responses were:

Require river users to reserve time	14%
Restrict the number of day-users to the park	13%
Provide a more complete river guide to visitors	13%
Develop a complete hiking trail system	12%
No more development in the park	8%

3.10 Recreation Experience Preference Results

To better understand the visitors to the park, the CPS asked visitors to describe the experience they were expecting on their visit to Nahanni. The day and backcountry visitors were asked to report their motivations for the trip. (This information was used as the base for the cluster analysis.)

Responses were similar for both groups, although backcountry visitors gave higher marks for all categories. Visitors were interested in the scenery, learning opportunities, escape physical pressures, to be with similar people and to escape social pressures.

Visitors were asked to report their satisfaction from the trip to meet their expectations. The results for the backcountry and day visitors were similar, with the backcountry visitors giving higher marks. The top five satisfaction for the combined group were scenery, learning opportunities, escape social pressures, escape physical pressures and improve physical fitness.

3.11 Expenditures

To determine the economic impacts of Nahanni, visitors were asked to list how much money they spent on their trip. Each visitor was asked to report their expenditures in five separate categories.

The economic impact of the visits to Nahanni varies greatly from the different visitor type: backcountry, day and VRC visitors. However, the responses for visitors to the VRC tend to bias the results. The smaller sample size of visitors to the VRC is sensitive to changes and does not represent the group as a whole. The responses for each separate group must be read carefully.

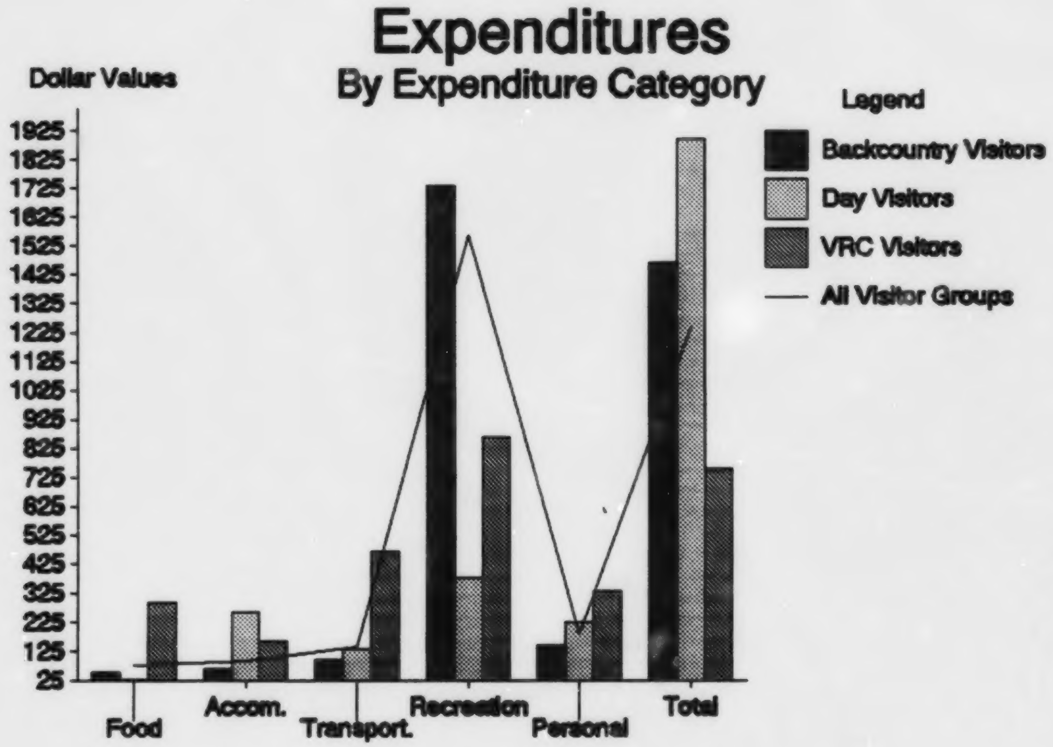


Figure 11.

Figure 11 shows the average expenditures for each visitor group and for the combined visitor group. Each visitor group is examined more closely on the following pages. Note: the total expenditures are an estimate of an individuals total expenditures on the trip. These visitors were unable to break down their expenses into the given categories. The total category includes only a small number of respondents (15%).

3.11.1 Expenditures on Food

Visitor Group	Average
Backcountry Visitors	$54
Day Visitors	$29
VRC Visitors	$292
All Visitor Groups	$76

The unusually high dollar figure for visitors to the VRC demonstrates the high sensitivity of the small sample size. The average figure for all visitor groups more accurately reflects the amount spend on food.

3.11.2 Expenditures on Accommodation

Visitor Group	Average
Backcountry Visitors	$66
Day Visitors	$260
VRC Visitors	$161
All Visitor Groups	$92

The low dollar figures for the backcountry visitors shows that most of the backcountry visitors stayed at campgrounds in Fort Simpson or Blackstone Territorial Parks. The high number for day visitors shows sensitivity of the small sample and the high cost of accommodation in Yellowknife.

3.11.3 Expenditures on Transportation

Visitor Group	Average
Backcountry Visitors	$98
Day Visitors	$133
VRC Visitors	$470
All Visitor Groups	$142

Many day visitors and backcountry visitors included their transportation costs to Nahanni in their Recreation Expenditures.

The higher dollar figures for the visitors to the VRC show these visitors travelled to other sites as a part of the their trip.

3.11.4 Expenditures on Recreation

Visitor Group	Average
Backcountry Visitors	$1734
Day Visitors	$378
VRC Visitors	$864
All Visitor Groups	$1564

The high dollar figures in this category support the claim that recreation was the main reason for their trip to the park. The cost of outfitting and air charter companies increased the expenditures on recreation for the backcountry and day visitors.

3.11.5 Expenditures on Personal Items

Visitor Group	Average
Backcountry Visitors	$146
Day Visitors	$225
VRC Visitors	$334
All Visitor Groups	$186

There is not a substantial difference between the different visitor group types. The higher dollar value for the visitors to the VRC may reflect the fact that these visitors are 'touring' through the Northwest Territories. As tourists, the visitors to the VRC may more souvenirs and gifts. There is also more sensitivity in the smaller visitor group type. Visitors reported what items they included in their personal expenditures: the most common purchases were souvenirs, gifts and equipment for the trip.

3.11.6 Total Expenditures

Visitor Group	Average
Backcountry Visitors	$1465
Day Visitors	$1900
VRC Visitors	$758
All Visitor Groups	$1243

The higher dollar value for the day visitors reflects the high sensitivity of the small sample (only two day visitors responded in this category). The other dollar figures appear reasonable.

4.0 Cluster Analysis Results

The cluster analysis was completed on a sample of the visitors to Nahanni. Only backcountry and day visitors completed questionnaires that included the benefit statements used to determine the segmentation clusters. Non-response to some of the items resulted in only 165 visitors being qualified for the segmentation analysis. The demographic profiles of the visitors to Nahanni showed no significant differences between the total group and the sample.

4.1 Underlying Benefit Dimensions of Park Visitors

The factor analysis based on Driver's 16 benefit scales produced a five factor solution.

Overall Well-being Through Escape - The first factor consists of six benefit scales and captures the need to escape physical and social pressures. Other benefits included in this scale are those benefits associated with learning and scenery.

Self-Determination - The second factor had five items and concerns the need for creative, intellectual and spiritual experiences. This factor also shows a need for self-determination.

Social - The third factor contained two benefit scales of 'family togetherness' and 'to be with similar people'.

Teach / Security - The fourth factor contained the desire to teach others in the outdoors and the desire to be in controlled circumstances.

Escape Family - The final benefit scale contained only one dimension, 'being away from the family' is linked to the desire to for solitude.

4.2 Derivation of Park Visitor Segments Based on Benefit Dimensions

The five benefit dimensions created the benefit dimensions for the cluster analysis. Based on the benefit dimensions, seven visitor segments were drawn. Each of these visitor segments represents different types of benefits sought by the visitors. The different segments should assist the CPS to understand the visitors to Nahanni and in marketing the park.

Social Recreators - Social Recreators have a moderate to high desire for the opportunity for social contact with family and friends. (21% of the visitors in the cluster analysis)

Family Escapers - The Family Escapers segment are interested in escaping their family responsibilities during the trip. (19% of the sample)

Teachers - Teachers are defined by their desire to impart knowledge and skills to other visitors. Teachers have interest in any other benefit dimension. (17% of the sample)

Personal Recreators - Personal Recreators are described as having a moderate desire for an experience contributing to their overall personal and physical well-being. There is less need for creativity, spirituality, and social contact with family and friends. (17% of the visitors included in the cluster analysis)

Self-determining Loners - Self-Determining Loners are motivated by the opportunity for self-determination and escape social contact. (13% of the sample included in the cluster analysis)

Social Non-reflectives - Social Non-reflectives show a strong desire for social contact and very little interest in the contributions to overall well-being or self-determination of the experience. (7% of the sample)

Non-reflectives - Non-reflectives show little interest in the contributions to the overall well-being or self-determination of the experience. This group shows only moderate interest in teaching skills and imparting knowledge. (6% of the sample included in the sample)

4.3 Profile of Visitor Segments Based on Benefit Dimensions

4.3.1 Profile of Visitors

Of the seven segments, only two segments showed significant differences with respect to gender. There were more men than expected in the teachers segment and more women than expected in the social recreators segment. Other demographic factors such as income levels, education levels and ages did not show significant differences in the visitor segments.

4.3.2 Information Sources Used

There were no significant differences with respect to the visitor segments and the types of information sources used. The visitors reported that air charter and outfitter services, word of mouth, tourist literature and Nahanni provided information for planning for trip.

4.3.3 Trip Profile

There were no significant differences between the visitor segments on their trip profiles. The main reason for travel to the park was for recreation and pleasure. Visitors also indicated that their trip to Nahanni was the main reason for their trip. Most visitors reported visits to Fort Simpson and Nahanni Butte as a part of their trip.

4.3.4 Visit Profile

There is little difference between the seven visitor segments and the activities participated in during the visit and sites visited in Nahanni. The few differences that do exist among the segments are not significant because of the relatively small numbers of visitors.

4.3.5 Overall Satisfaction

All visitors to the park were satisfied with their trip to Nahanni, regardless of the visitor segment.

4.3.6 Future Initiatives

There are no significant differences with the visitor segments and their support for the planned initiatives in the park. Any differences that may appear are due to the small number of visitors in the segments.

4.3.7 Expenditures

There are tremendous variations between the visitor segments and the expenditures they made in the various categories. However, none of these differences are significant because the high level of variation within the groups.

4.4 Concluding Observations on the Cluster Analysis

Each of the visitor segments have different motives for their visit to Nahanni. However, there are few significant differences with the visitor profiles, information sources used, trip and visit profiles, and expenditures.

5.0 Conclusions

The 1991 Visitor Study for Nahanni National Park Reserve had six study goals. This section will address the goals and assess the extent to which these goals were reached.

To develop a profile of current Nahanni National Park Reserve visitor market segments.

The study looked at the visitors to Nahanni National Park Reserve in two ways: cluster analysis and analysis of the visitor group types. The cluster analysis revealed seven different visitor segments. The study of visitor group types looked at the backcountry, day and VRC visitors.

To determine each segment's needs, motivations and expectations.

Each visitor segment reported different motivations for their visit to the park. The visitor segments shared some common motivations for the trip like escape from social, family or physical pressures.

To determine each segment's satisfaction with the available sources of information.

There were no significant differences between visitor segments and their satisfaction with the information sources. There were only small differences in the importance of specific information types. Overall, visitors were satisfied by the information available for their trip. All information types received a higher satisfaction level than importance level.

To assess each segment's satisfaction with facility development and management of Nahanni National Park Reserve and their view of future management direction for Nahanni National Park Reserve.

There were no significant differences between visitor segments and their satisfaction with the facilities at Virginia Falls and Fort Simpson, or their view of the future management direction of Nahanni. There were some differences between the visitor group types, however, these differences were not significant. In general, visitors reported a moderate to high level of satisfaction with the facilities provided at Virginia Falls and Fort Simpson. Visitors showed the most support for three management initiatives: restrict day visitors to the park, development of a complete guide book, and river users to reserve time on the river.

To collect information to help determine the economic impact of visitors to Nahanni National Park Reserve.

The economic impact of Nahanni National Park Reserve on the local area is difficult to determine from the visitor study. Backcountry and day visitors reported their trip to Nahanni was the main reason for the trip from home. Therefore, the money spent of their trip may be attributed to the park. However, it is difficult to determine where the expenditures were made and if they had any affect on the local economy. For example, money spent for river trips by backcountry visitors using a non-local outfitting company may not effect the local economy. Most visitors to the Visitor Reception Centre travelled to Fort Simpson for other reasons (to visit friends and family) or were travelling in the general area (touring the Northwest Territories). Again, it is difficult to measure the effects of their expenditures. Many day visitors and most backcountry visitors reported staying in the local area as a part of their trip to Nahanni. A majority of the overnight visitors stayed in Fort Simpson. (However, most of the visitors reported staying at the Simpson Air Campground which would have minimal economic impact.)

To determine each segment's overall perception of their trip to Nahanni National Park Reserve and their perception of potential trip detractors.

There were no significant differences with each segment's perception of the trip. All visitors reported high satisfaction with their trip. Potential trip detractors such as overcrowding, patrols, planes flying overhead and development at Virginia Falls did not cause serious problems for the visitors. Although many visitors reported dissatisfaction with the detractors, they still reported high overall satisfaction with the trip.

APPENDIX 1
QUESTIONNAIRES

Environment Canada Parks Service
Environnement Canada Service des parcs

Nahanni National Park Reserve
1991 Visitor Study
Visitor Reception Centre Questionnaire

Dear Nahanni Visitor,

I hope that you enjoy your visit to the Nahanni National Park Reserve's Visitor Reception Centre.

The Canadian Parks Service of Environment Canada is conducting this study to learn more about the visitors to Nahanni National Park Reserve. We will use the information we gather to improve Nahanni's services and management policies. To develop a clear picture of your visit, *we need your help*. Please remember that completion of this questionnaire is voluntary. If you choose to respond, we will keep your answers strictly confidential.

If you do respond, you may choose to enter a draw for one of three $100 Gift Certificates from Tilley Endurables. Please see page 4 for a contest entry form, and for an opportunity to order your own Tilley Endurables catalogue. The Canadian Parks Service gratefully acknowledges Tilley's involvement in this survey, and thanks them for their support.

Please feel free to call me at (403) 695-3151 if you have any questions about this study, or the Canadian Parks Service's planning processes, or if you would like a summary of the report's findings. You may also contact the survey co-ordinator at our Regional Office in Winnipeg (the address is on the back page). Thank you again for your time.

Yours truly,

Steve Langdon,
Superintendent, Nahanni National Park Reserve

Q1 What are the reasons for your trip from home? (Please check as many as apply.)

1 ☐ Visit friends and family
2 ☐ Business
3 ☐ Recreation/pleasure
4 ☐ Learning experience/nature study
5 ☐ Research
6 ☐ Other, please specify:

____

Q1B What is the most important reason for your trip from home? (Please write one number from the list above.)

#_______ is the most important reason.

Q2 Briefly describe the route taken to get to Fort Simpson. (for example: "We flew to Yellowknife, and then drove to Fort Simpson.")

____

____

____

Q3 What was the most important factor in your decision to visit this Visitor Reception Centre? (Please check only one response.)

1 ☐ I am on a bus tour.
2 ☐ I am planning a "flightseeing" day trip to Nahanni National Park Reserve and needed information for my trip.
3 ☐ I decided to stop at the Visitor Reception Centre before my trip down the South Nahanni River.
4 ☐ I want to watch video presentations about Nahanni National Park Reserve.
5 ☐ I was visiting in Fort Simpson and decided to see the Visitor Reception Centre.
6 ☐ Other, please specify:

____

____

____

Q4 How long did you stay at this Visitor Reception Centre?

_______ hours or _______ minutes

Q5 How did you first learn about Nahanni National Park Reserve? (Please check only one response.)

1 ☐ Tourist literature (Explorers' Guide, etc.)
2 ☐ Nahanni National Park Reserve brochures
3 ☐ Word of mouth
4 ☐ Road signs
5 ☐ Trade show, please specify: ______________________
6 ☐ Outdoor/ nature show on TV
7 ☐ Magazine, specify: ______________________
8 ☐ Air charter or outfitting company, specify: ______________________
9 ☐ Direct contact with Canadian Parks Service (phone, office, other site)
10 ☐ I've known since childhood/ I can't remember
11 ☐ Other, please specify: ______________________

Q5B When you were planning your trip, which information source proved to be most useful to you? (Please write one number from Q5)

# ______ was most useful to my trip planning.

Q6 Do you have any comments on the sources of information available for Nahanni National Park Reserve?

____
____
____
____

Q7 Why did you choose the Fort Simpson area over other destinations? (Please be specific if possible)

____
____
____
____

Q8 What other attractions in the NWT did (or will) you visit on this trip? (See the map on the back for locations.)

		Yes	No
a	• Blackstone Territorial Park	☐	☐
b	• Prelude Lake Territorial Park	☐	☐
c	• Wood Buffalo National Park	☐	☐
d	• City of Yellowknife	☐	☐
e	• Fort Laird	☐	☐
f	• Fort Simpson	☐	☐
g	• Fort Smith	☐	☐
h	• Hay River	☐	☐
i	• Nahanni Butte	☐	☐
j	• Other, please specify:		

____
____
____

Residents of Fort Simpson and Nahanni Butte please skip to Q10.

Q9 How much did you personally spend (or plan to spend) in the NWT on this trip? Please list only the money that you spent (not others in your group). If you spent no money in a category, please check the **$0** box. If you cannot categorize your expenditures, please answer **Q21B. You do not need to answer both questions.**

		Amount Spent		$0
a	• Food and Beverage (include restaurants)	$______	or	☐ $0
b	• Accommodation	$______	or	☐ $0
c	• Recreation (include outfitter/air charter fee)	$______	or	☐ $0
d	• Transportation (include gas and repairs, but not air fare to NWT)	$______	or	☐ $0
e	• Other, please specify:			
	• ______________	$______	or	☐ $0

Q9B If you are unable to match your expenditures to these categories, please estimate the total of your personal expenditures in NWT as a part of this trip from home.

Total $ ________

Q10 In the future, what type of development do you feel is important to Nahanni National Park Reserve? (Please check as many as you like.)

1 ☐ Increase the number of day use sites.
2 ☐ Provide display and information panels at Virginia Falls and Hole-in-the-Wall trailhead.
3 ☐ Restrict the number of day-users in the park.
4 ☐ Develop a complete hiking trail system in the park.
5 ☐ Provide more river patrols by CPS staff.
6 ☐ Provide more developed campsites along the river.
7 ☐ Require river users to reserve a time for their trip to prevent overcrowding.
8 ☐ Provide a more complete river guide to visitors.
9 ☐ Other (please specify):

____

Q10B Which do you feel is the most important to Nahanni National Park Reserve? (Write one number from **Q10** above.)

# _________ is most important to me.

Q11 Do you plan to visit Nahanni National Park Reserve in the future on this trip?

1 ☐ No
2 ☐ Yes, I am planning to take a day trip to Virginia Falls.
3 ☐ Yes, I am planning a camping/river trip.

Q12 Please tell us how you feel about the Visitor Reception Centre. Circle the number that best represents your agreement with the listed items.

1 = Strongly Disagree
2 = Disagree
3 = Neither Agree nor Disagree
4 = Agree
5 = Strongly Agree

a • The hours of operation match my schedule. 1 2 3 4 5
b • The staff are friendly and easy to talk to. 1 2 3 4 5
c • The staff are able to answer all my questions about the South Nahanni River and Nahanni National Park Reserve. 1 2 3 4 5
d • I found the information panels to be interesting and informative. 1 2 3 4 5
e • The video shows helped me to appreciate the South Nahanni River and its natural ecosystems. 1 2 3 4 5

Q13 How would you rate your overall experience in the Visitor Reception Centre? Please circle the appropriate number below.

1 = Very bad
2 = Bad
3 = Neither bad nor good
4 = Good
5 = Very good

• Overall experience 1 2 3 4 5

Win a $100 Gift Certificate from Tilley Endurables

You can win one of three $100.00 Gift Certiificates from Tilley Endurables. Simply **clip off** this entry form (for your confidentiality) and include it with your completed questionnaire. Winners will be notified by mail in November, 1991. Please, only one entry per questionnaire (no mechanically reproduced entries allowed).

Name: ________________________________
Address: ________________________________
____
City: __________ Province: __________ Postal Code: __________

☐ Please "X" here if you would like a copy of the most recent Tilley Endurables catalogue. You may call Tilley's toll-free in Canada at 1-800-387-0110, and in the USA at 1-800-338-2797.

Q14 Do you have any comments about the Visitor Reception Centre?

____

____

____

____

____

____

____

____

____

Q15 In which official language do you prefer to be addressed?

1 ☐ English 2 ☐ French

Q16 Are you:

1 ☐ Female 2 ☐ Male

Q17 Approximately, how many visits have you made to national parks in the past two years? (in Canada or elsewhere)

__________ visits

Q18 What is your highest level of schooling? (Please check only one)

1 ☐ Less than Grade 9
2 ☐ Grades 9-12 (or 13) without certificate
3 ☐ Grades 9-12 (or 13) with certificate
4 ☐ Trades certificate or diploma
5 ☐ Other non-university education without certificate
6 ☐ Other non-university education with certificate
7 ☐ University education without degree
8 ☐ University education with degree

Q19 What was your **total household income** (from all sources) during the past twelve months? (Please check only one)

1 ☐ Under $10,000
2 ☐ $10,000 to $19,999
3 ☐ $20,000 to $29,999
4 ☐ $30,000 to $39,999
5 ☐ $40,000 to $49,999
6 ☐ $50,000 to $59,999
7 ☐ $60,000 to $69,999
8 ☐ $70,000 to $79,999
9 ☐ $80,000 to $89,999
10 ☐ $90,000 to $99,999
11 ☐ $100,000 and over

Thank you!

Thank you for your participation in this Visitor Study. Your completed questionnaire will help us to plan Nahanni National Park Reserve into the next century.

Please return your completed questionnaire as soon as possible. You may use the pre-paid envelope, or you may mail (or FAX) it to the address below.

If you have any questions about the planning process, or if you would like to receive a summary of this study's findings, please contact:

David McVetty
Nahanni Visitor Survey Co-ordinator
Canadian Parks Service
457 Main Street
Winnipeg, Manitoba
R3B 0E8
FAX: (204) 983-2014
Phone: (204) 983-2918

Canada

What are Tilley Endurables?

This proud Canadian company has made a name for itself around the world with its distinctive Tilley Hat and and Virtually Indistructible Tilley Shorts. The Tilley name is synonymous with comfort and durability in outdoor and casual wear.

Questionnaire Number: ____________

Environment Canada Parks Service
Environnement Canada Service des parcs

Nahanni National Park Reserve
1991 Visitor Study
Day Visitors' Questionnaire

Dear Nahanni Visitor,

I hope that you enjoyed your visit to Nahanni National Park Reserve. We're proud of our park and glad that you chose to visit.

The Canadian Parks Service of Environment Canada is conducting this study to learn more about the visitors to Nahanni National Park Reserve. We will use the information we gather to improve Nahanni's services and management policies. To develop a clear picture of your visit, *we need your help*. Please remember that completion of this questionnaire is voluntary. If you choose to respond, we will keep your answers strictly confidential.

If you do respond, you may choose to enter a draw for one of three $100 Gift Certificates from Tilley Endurables. Please see page 8 for a contest entry form, and for an opportunity to order your own Tilley Endurables catalogue. The Canadian Parks Service gratefully acknowledges Tilley's involvement in this survey, and thanks them for their support.

Please feel free to call me at (403) 695-3151 if you have any questions about this study, or the Canadian Parks Service's planning processes, or if you would like a summary of the report's findings. You may also contact the survey co-ordinator at our Regional Office in Winnipeg (the address is on the back page). Thank you again for your time.

Yours truly,

Steve Langdon,
Superintendent, Nahanni National Park Reserve

Q1 What were the reasons for your group's trip from home? (Please check as many as apply.)

1 ☐ Visit friends and family
2 ☐ Business
3 ☐ Recreation/pleasure
4 ☐ Learning experience/ nature study
5 ☐ Research
6 ☐ Other, please specify:

____

Q1B What was the most important reason for your trip from home? (Please write one number from the list above.)

# ______ was most important.

Q2 Was your trip to Virginia Falls:

1 ☐ the main destination on your planned trip from home?
2 ☐ one of several planned stops on your trip from home?
3 ☐ an unplanned trip?

Q3 Where did you first learn about Nahanni National Park Reserve? (Please check only one response.)

1 ☐ Tourist literature (Explorers' Guide, etc.)
2 ☐ Nahanni National Park Reserve brochures
3 ☐ Word of mouth
4 ☐ Road signs
5 ☐ Trade show, please specify:

____

6 ☐ Outdoor / nature show on TV
7 ☐ Magazine, specify:

____

8 ☐ Air charter or outfitting company, specify:

____

9 ☐ Direct contact with Canadian Parks Service (phone, office, other site)
10 ☐ I've known since childhood / I can't remember
11 ☐ Other, please specify:

____

Q3B When you were planning your trip to Nahanni National Park Reserve, which information source proved to be most useful to you? (Please write one number from **Q3** on the previous page)

________ was most useful to my trip planning.

Q4 What was the **most important** factor in your decision to travel to Virginia Falls for the day? (Please check only one response.)

1 ☐ I was not **interested** in a longer visit (overnight trip), but I wanted to see Virginia Falls.

2 ☐ I did not have **time** for a longer visit (overnight trip), but I wanted to see Virginia Falls.

3 ☐ I did not have the **money** for a longer visit (overnight trip), but I wanted to see Virginia Falls.

4 ☐ I felt that an overnight trip would be too **strenuous**, but I wanted to see Virginia Falls.

5 ☐ Someone else made the decision to travel to Virginia Falls, **not me**.

6 ☐ Other, please specify:

____

____

Q5 Have you heard of any other sites (besides Virginia Falls) in Nahanni National Park Reserve that would interest you for a day-visit?

1 ☐ Yes (go to **Q5B**) 2 ☐ No (skip to **Q6**)

Q5B Which other sites would interest you for a day-visit?

____

____

____

____

Q6 Briefly describe the route you took to get to Fort Simpson. (For example: "We flew to Yellowknife, and then drove to Fort Simpson.")

____

____

____

____

Q7 What other attractions in the NWT did your group visit on this trip from home? (See the map on the back for locations.)

		Yes	No
a	• Blackstone Territorial Park	☐	☐
b	• Prelude Lake Territorial Park	☐	☐
c	• Wood Buffalo National Park	☐	☐
d	• City of Yellowknife	☐	☐
e	• Fort Liard	☐	☐
f	• Fort Simpson	☐	☐
g	• Fort Smith	☐	☐
h	• Hay River	☐	☐
i	• Nahanni Butte	☐	☐
j	• Other, please specify:		

____

____

____

____

____

____

Q8 How important were these types of information (listed below) when you were **planning** your trip? Please circle the number that best represents how **important** each type of information was to your trip planning:

1 = Not at all Important
2 = Not very Important
3 = Not Sure
4 = Important
5 = Extremely Important

• Local history	1	2	3	4	5
• Transportation options to Nahanni National Park Reserve	1	2	3	4	5
• The area's natural ecosystem	1	2	3	4	5
• Local accommodation	1	2	3	4	5
• Other destination sites in the NWT	1	2	3	4	5
• Typical cost of trips to the park reserve	1	2	3	4	5

Q9 How satisfied were you with the quality of the information available? Please circle the number that best represents your satisfaction with each type of information available.

0 = Didn't use this information type
1 = Very Dissatisfied
2 = Dissatisfied
3 = Neither Satisfied nor Dissatisfied
4 = Satisfied
5 = Very Satisfied

a	• Local history	0	1	2	3	4	5
b	• Transportation options to Nahanni National Park Reserve	0	1	2	3	4	5
c	• The area's natural ecosystem	0	1	2	3	4	5
d	• Local accommodation	0	1	2	3	4	5
e	• Other destination sites in the NWT	0	1	2	3	4	5
f	• Typical cost of trips to the park reserve	0	1	2	3	4	5

Q9B Do you have any comments on the types of information available for Nahanni National Park Reserve?

____

____

____

____

Q10 Which air charter company did your group use to travel to Nahanni National Park Reserve?

____

Q11 How satisfied were you with the services provided by the air charter company? Please circle the number that best represents your satisfaction with the air charter company.

0 = Does Not Apply
1 = Very Dissatisfied
2 = Dissatisfied
3 = Neither Satisfied nor Dissatisfied
4 = Satisfied
5 = Very Satisfied

a	• Amount of park information available	0	1	2	3	4	5
b	• Cost of the trip	0	1	2	3	4	5
c	• Friendliness of the charter company staff	0	1	2	3	4	5
d	• On-flight services available	0	1	2	3	4	5
e	• Overall satisfaction		1	2	3	4	5

Residents of Fort Simpson and Nahanni Butte please skip to Q14

Q12 Did your group overnight in Fort Simpson or Nahanni Butte as a part of your trip to Nahanni National Park Reserve?

1 ☐ Yes (go to Q12B) 2 ☐ No (skip to Q13)

Q12B Please tell us the name of the establishment and how many nights spent at the site.

Establishment	# of Nights

Q13 How much did you spend in the NWT on your trip to Nahanni? Please list only the money that you spent (not others in your group). If you spent no money in a category, please check the "$0" box. If you cannot categorize your expenditures, please answer Q13B. **You do not need to answer both questions.**

a	• Food and beverage (include restaurants)	$ ____	or ☐ $0
b	• Accommodation	$ ____	or ☐ $0
c	• Recreation (include outfitter and air charter fee in Fort Simpson)	$ ____	or ☐ $0
d	• Transportation (include gas and repairs, do not include your air fare to the NWT)	$ ____	or ☐ $0
e	• Other, please specify : ______________	$ ____	or ☐ $0

Q13B If you are unable to match your expenditures to these categories, please estimate the total of your personal expenditures in the NWT as a part of this trip from home.

Total $ ________

Q14 Did you visit the Nahanni National Park Reserve Visitor Reception Centre in the Canadian Parks Service Office in Fort Simpson?

1 ☐ No (go to Q15) 2 ☐ Yes (skip to Q16)

Q15 If you did not visit the Visitor Reception Centre in Fort Simpson, could you please tell why not? (Please check only one)

1 ☐ The location of the Visitor Reception Centre was **not convenient** for a visit on the trip.
2 ☐ The Visitor Reception Centre in Fort Simpson was **closed**.
3 ☐ I did not have **time** to visit the Visitor Reception Centre in Fort Simpson.
4 ☐ I saw the video presentations at the **Nahanni Inn** in Fort Simpson.
5 ☐ I was **not interested** in visiting the Visitor Reception Centre in Fort Simpson.
6 ☐ I **have been** to the Visitor Reception Centre in Fort Simpson before.
7 ☐ I **did not know** that the Visitor Reception Centre was there.
8 ☐ Other, please specify:

____

Q16 Please indicate the activities that you engaged in during your visit in Nahanni National Park Reserve. (Please check as many as apply.)

		Yes	No
a	• Art activities	☐	☐
b	• Climbing	☐	☐
c	• Day-hiking	☐	☐
d	• Nature Study	☐	☐
e	• Picnicking	☐	☐
f	• Relaxing in hot springs	☐	☐
g	• Boating (motorized)	☐	☐
h	• Canoeing	☐	☐
i	• Fishing	☐	☐
j	• Kayaking	☐	☐
k	• Scuba/snorkelling	☐	☐
l	• Swimming	☐	☐
m	• Rafting	☐	☐
i	• Other, please specify:		

____

____

____

Q17 How satisfied were you with the development at Virginia Falls? Please circle the number that best represents your level of satisfaction with the Virginia Falls developments.

0 = Did not use, or not applicable
1 = Very Dissatisfied
2 = Dissatisfied
3 = Neither Satisfied nor Dissatisfied
4 = Satisfied
5 = Very Satisfied

a	• Campground Facilities	0	1	2	3	4	5
b	• Boat Dock	0	1	2	3	4	5
c	• Plane Landing Site	0	1	2	3	4	5
d	• Portage Boardwalks	0	1	2	3	4	5
e	• Interpretive Kiosk	0	1	2	3	4	5
f	• Washroom Facilities	0	1	2	3	4	5
g	• Eating Facilities	0	1	2	3	4	5

Q18 Which, if any, of the man-made facilities included in the above list do you feel should not be provided in this park reserve?

____

____

____

____

____

____

____

Q19 While on your trip, how many planes or helicopters did you see or hear? (Please do not include the planes or helicopters used for your transportation.)

1 ☐ I saw none (skip to Q20).
2 ☐ I saw 1 to 3 (go to Q19B).
3 ☐ I saw 4 to 6 (go to Q19B)
4 ☐ I saw more than 6 (go to Q19B).

Q19B Did these flights detract from your visit?

1 ☐ Yes 2 ☐ No

Q20 While in Nahanni National Park Reserve, did you meet any Canadian Parks Service staff?

1 ☐ Yes 2 ☐ No

Q21 Do you have any preference for the type of craft used by the Canadian Parks Service patrols?

1 ☐ I would prefer Canadian Parks Service to use non-motorized canoe patrols.
2 ☐ I would prefer Canadian Parks Service to use jet boat patrols.
3 ☐ It doesn't matter to me.

Q22 Do you feel that patrols by Canadian Parks Service staff are neccessary in Nahanni National Park Reserve?

1 ☐ Yes 2 ☐ No

Q22B Why, or why not?

____

____

____

____

Q23 How long did you stay in Nahanni National Park Reserve?

__________ hours in the park

Q24 Was this enough time to visit Virginia Falls?

1 ☐ No (go to Q24B) 2 ☐ Yes(skip to Q25)

Q24B How much extra time would you have liked at Virginia Falls?

____

____

Q24C What would you have done at Virginia Falls if you had the extra time?

____

____

____

____

Q25 Presently, there are a few visitors who fly into Virginia Falls, camp at the campsite for a couple of days, and then are picked up at Virginia Falls. If you had known about this opportunity for a longer visit to Virginia Falls, would you be interested in taking this trip?

1 ☐ Yes 2 ☐ No

Q26 In the future, what type of development or management initiatives do you feel are important to Nahanni National Park Reserve? (Please check as many as you like.)

1 ☐ Increase the number of day use sites
2 ☐ Provide unstaffed display and information panels at Virginia Falls and the Hole-in-the-Wall trailhead
3 ☐ Restrict the number of day-users to the park
4 ☐ Develop a complete hiking trail system in the park
5 ☐ Provide more river patrols by CPS staff
6 ☐ Provide more developed campsites along the river
7 ☐ Require river users to reserve time on the river to prevent overcrowding
8 ☐ Provide a more complete river guide to visitors

Q27B Which do you feel is the most important to Nahanni National Park Reserve? (Please write the number from the above list.)

# _______ is the most important to me.

Q27 Do you have any other comments about your trip to Nahanni National Park Reserve? (If you need more room, please feel free to use extra sheets of paper.)

____

____

____

____

____

Q28 In order to develop Nahanni National Park Reserve appropriately, it is important for us to understand the kinds of experiences that visitors seek. Please describe the experience you were **personally** expecting by indicating the importance of each of the following reasons for your visit to Nahanni National Park Reserve.

1 = Not at all important
2 = Not very important
3 = Not sure
4 = Important
5 = Extremely important

a • To gain a sense of self-confidence 1 2 3 4 5

Continued on next page . . .

b	• To be free to make my own choices	1	2	3	4	5
c	• To take risks	1	2	3	4	5
d	• To do something with the family	1	2	3	4	5
e	• To be with friends	1	2	3	4	5
f	• To experience new and different things	1	2	3	4	5
g	• To view the scenery	1	2	3	4	5
h	• To think about my spiritual values	1	2	3	4	5
i	• To be creative	1	2	3	4	5
j	• To keep physically fit	1	2	3	4	5
k	• To relax physically	1	2	3	4	5
l	• To give my mind a rest	1	2	3	4	5
m	• To experience peace and calm	1	2	3	4	5
n	• To teach my outdoor skills to others	1	2	3	4	5
o	• To know others are nearby	1	2	3	4	5
p	• To do something that impresses others	1	2	3	4	5
q	• To be in control of things that happen	1	2	3	4	5
r	• To do something artistic	1	2	3	4	5
s	• To do something my spouse or partner wanted me to do	1	2	3	4	5
t	• To be with people who enjoy the same things that I do	1	2	3	4	5
u	• To learn more about the natural ecosystem	1	2	3	4	5
v	• To have a feeling of harmony with nature	1	2	3	4	5
w	• To improve my physical health	1	2	3	4	5
x	• To think about how I would like the world to be	1	2	3	4	5
y	• To give my body a rest	1	2	3	4	5
z	• To have a change from my daily routine	1	2	3	4	5
aa	• To be away from crowds of people	1	2	3	4	5
bb	• To share my skills and knowledge with others	1	2	3	4	5
cc	• To avoid the unexpected	1	2	3	4	5
dd	• To be away from the family for a while	1	2	3	4	5

Q29 Did your experience meet your expectations? Please circle the number that best represents your agreement with each of the following statements.

1 = Strongly disagree
2 = Disagree
3 = Neither disagree nor agree
4 = Agree
5 = Strongly Agree

"While in Nahanni National Park Reserve I was able ...

a	• To gain a sense of self-confidence	1	2	3	4	5
b	• To be free to make my own choices	1	2	3	4	5
c	• To take risks	1	2	3	4	5
d	• To do something with the family	1	2	3	4	5
e	• To be with friends	1	2	3	4	5
f	• To experience new and different things	1	2	3	4	5
g	• To view the scenery	1	2	3	4	5
h	• To think about my spiritual values	1	2	3	4	5
i	• To be creative	1	2	3	4	5
j	• To keep physically fit	1	2	3	4	5
k	• To relax physically	1	2	3	4	5
l	• To give my mind a rest	1	2	3	4	5
m	• To experience peace and calm	1	2	3	4	5
n	• To teach my outdoor skills to others	1	2	3	4	5
o	• To know others are nearby	1	2	3	4	5
p	• To do something that impresses others	1	2	3	4	5
q	• To be in control of things that happen	1	2	3	4	5
r	• To do something artistic	1	2	3	4	5
s	• To do something my spouse or partner wanted me to do	1	2	3	4	5
t	• To be with people who enjoy the same things that I do	1	2	3	4	5
u	• To learn more about the natural ecosystem	1	2	3	4	5
v	• To have a feeling of harmony with nature	1	2	3	4	5
w	• To improve my physical health	1	2	3	4	5

x	• To think about how I would like the world to be	1	2	3	4	5
y	• To give my body a rest	1	2	3	4	5
z	• To have a change from my daily routine	1	2	3	4	5
aa	• To be away from crowds of people	1	2	3	4	5
bb	• To share my skills and knowledge with others	1	2	3	4	5
cc	• To avoid the unexpected	1	2	3	4	5
dd	• To be away from the family for a while	1	2	3	4	5

Q30 How would you rate your overall experience in Nahanni National Park Reserve? Please circle the appropriate number below.

1 = Very bad
2 = Bad
3 = Neither bad nor good
4 = Good
5 = Very good

• Overall experience	1	2	3	4	5

Q31 In which official language do you prefer to be addressed?

1 ☐ English
2 ☐ French

Q32 Are you:

1 ☐ Female?
2 ☐ Male?

Q33 Including this trip, approximately how many visits have you made to national parks in the past two years? (in Canada or elsewhere)

________ visits in the past two years

Q34 What is your highest level of schooling? (Please check only one).

1 ☐ Less than Grade 9
2 ☐ Grades 9-13 without secondary certificate
3 ☐ Grades 9-13 with secondary certificate
4 ☐ Trades certificate or diploma
5 ☐ Other non-university education without certificate
6 ☐ Other non-university education with certificate
7 ☐ University education without degree
8 ☐ University education with degree

Q35 What was your total **household** income (from all sources) during the past twelve months? (Please check only one)

1 ☐ Under $10,000
2 ☐ $10,000 to $19,999
3 ☐ $20,000 to $29,999
4 ☐ $30,000 to $39,999
5 ☐ $40,000 to $49,999
6 ☐ $50,000 to $59,999
7 ☐ $60,000 to $69,999
8 ☐ $70,000 to $79,999
9 ☐ $80,000 to $89,999
10 ☐ $90,000 to $99,999
11 ☐ Over $100,000

Thank you!

Thank you for your participation in this Visitor Study. Your completed questionnaire will help us to plan Nahanni National Park Reserve into the next century.

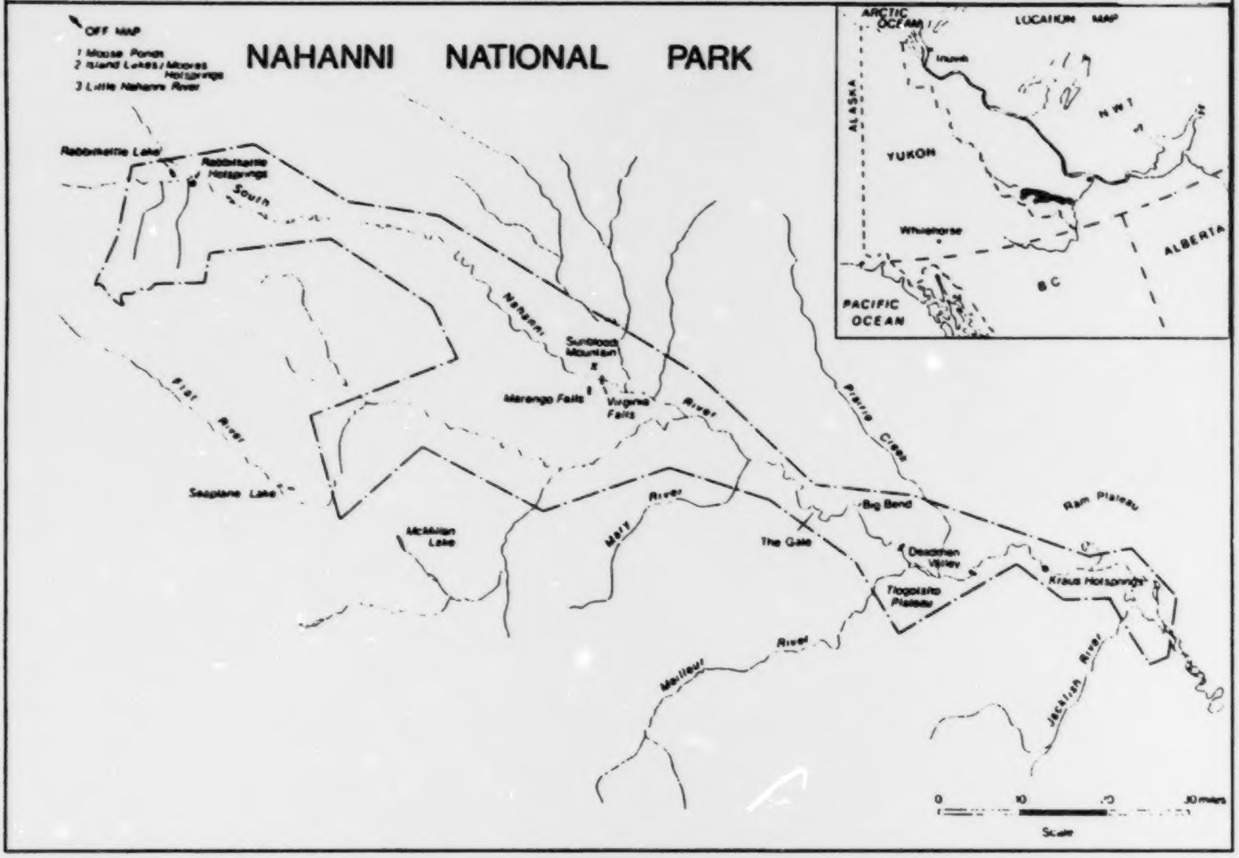
Please return your completed questionnaire as soon as possible. You may use the pre-paid envelope, or you may mail (or FAX) it to the address below.

If you would like to receive a summary of this study's findings, or if you would like to be involved in the planning process, please contact:

David McVetty
Socio-Economic Services Unit
Canadian Parks Service
457 Main Street
Winnipeg, Manitoba
R3B 3E8
FAX: (204) 983-2014
Phone: (204) 983-5120 (collect)

Canada

Nahanni National Park Reserve and Area



What are Tilley Endurables?

This proud Canadian company has made a name for itself around the world with its distinctive **Tilley Hat** and **Virtually Indestructible Tilley Shorts**. The Tilley name is synonymous with comfort and durability in outdoor and casual wear.

Win a $100 Gift Certificate from Tilley Endurables

You can win one of three $100.⁰⁰ Gift Certificates from **Tilley Endurables** Mail Order Catalogue. Simply clip this entry form and include it with your completed questionnaire. Winners will be notified by mail in November, 1991. Please, only one entry per questionnaire (no mechanically reproduced entries please).

Name: ____________________

Address: ____________________

____

City: __________ Province: __________ Postal Code: __________

☐ Please "X" here if you would like a copy of the most recent **Tilley Endurables** catalogue. Canadian residents may also call Tilleys toll-free at 1-800-387-0110 (USA residents may call 1-800-338-2797).

Questionnaire Number: ________

Environment Canada
Parks Service

Environnement Canada
Service des parcs

Nahanni National Park Reserve
1991 Visitor Study
Backcountry Users' Questionnaire

Dear Nahanni Visitor,

I hope that you enjoyed your visit to Nahanni National Park Reserve. We're proud of our park and glad that you chose to visit.

The Canadian Parks Service of Environment Canada is conducting this study to learn more about the visitors to Nahanni National Park Reserve. We will use the information we gather to improve Nahanni's services and management policies. To develop a clear picture of your visit, *we need your help*. Please remember that completion of this questionnaire is voluntary. If you choose to respond, we will keep your answers strictly confidential.

If you do respond, you may choose to enter a draw for one of three $100 Gift Certificates from Tilley Endurables. Please see page 8 for a contest entry form, and for an opportunity to order your own Tilley's Endurables catalogue. The Canadian Parks Service gratefully acknowledges Tilley's involvement in this survey, and thanks them for their support.

Please feel free to call me at (403) 695-3151 if you have any questions about this study, or the Canadian Parks Service's planning processes, or if you would like a summary of the report's findings. You may also contact the survey co-ordinator at our Regional Office in Winnipeg (the address is on the back page). Thank you again for your time.

Yours truly,

Steve Langdon,
Superintendent, Nahanni National Park Reserve

Q1 What were the reasons for your trip from home? (Please check as many as apply.)

1 ☐ Visit friends or family
2 ☐ Business
3 ☐ Recreation/pleasure
4 ☐ Learning experience/nature study
5 ☐ Research
6 ☐ Other, please specify:

____

Q1B What was the **most important** reason for your trip from home? (Please write one number from the list above.)

_____ was most important

Q2 Was your trip to Nahanni National Park Reserve:

1 ☐ the main destination for your planned trip from home?
2 ☐ one of several planned stops on your trip from home?

Q3 Where did you first learn about Nahanni National Park Reserve? (Please check only one response.)

1 ☐ Tourist literature (Explorers' Guide, etc.)
2 ☐ Nahanni National Park Reserve brochures
3 ☐ Word of mouth
4 ☐ Road signs
5 ☐ Trade show, please specify:

____

6 ☐ Outdoor / nature show on TV
7 ☐ Magazine, please specify:

____

8 ☐ Air charter or outfitting company, specify

____

9 ☐ Direct contact with Canadian Parks Service (phone, office, other site)
10 ☐ I've known since childhood / I can't remember
11 ☐ Other, please specify:

____

____

Q3B When you were planning your trip to Nahanni National Park Reserve, which information source proved to be the most useful to you? (Please write one number from **Q3** on the previous page.)

________ was most useful to my trip planning.

Q4 Why did you choose Nahanni National Park Reserve over other destinations? (Please be specific if possible.)

____

____

____

____

____

Q5 Briefly describe the route you took to get to Nahanni National Park Reserve. (For example: "I flew to Yellowknife, and then drove to Fort Simpson.")

____

____

____

____

Q6 What other attractions in the NWT did you visit on this trip from home? (See map on page 8)

		Yes	No
a	• Blackstone Territorial Park	☐	☐
b	• Prelude Lake Territorial Park	☐	☐
c	• Wood Buffalo National Park	☐	☐
d	• City of Yellowknife	☐	☐
e	• Fort Liard	☐	☐
f	• Fort Simpson	☐	☐
g	• Fort Smith	☐	☐
h	• Hay River	☐	☐
i	• Nahanni Butte	☐	☐

j • Other, please specify:

____

____

____

____

Q7 How important were these types of information (listed below) when you were **planning** your trip? Please circle the number that **best** represents how important each type of information was to your trip planning:

1 = Not at all Important
2 = Not very Important
3 = Not sure
4 = Quite Important
5 = Extremely Important

a	• Local history	1	2	3	4	5
b	• Transportation options to Nahanni National Park Reserve	1	2	3	4	5
c	• The area's natural ecosystem	1	2	3	4	5
d	• Local accommodation	1	2	3	4	5
e	• Other destination sites in the NWT	1	2	3	4	5
f	• Typical cost of trips to the park reserve	1	2	3	4	5

Q8 How satisfied were you with the **quality** of the information available? Please check the number that best represents your level of satisfaction with the information available.

0 = Didn't use this information type
1 = Very Dissatisfied
2 = Dissatisfied
3 = Neither Satisfied or Dissatisfied
4 = Satisfied
5 = Very Satisfied

a	• Local history	0	1	2	3	4	5
b	• Transportation options to Nahanni National Park Reserve	0	1	2	3	4	5
c	• The area's natural ecosystem	0	1	2	3	4	5
d	• Local accommodation	0	1	2	3	4	5
e	• Other destination sites in the NWT	0	1	2	3	4	5
f	• Typical cost of trips to the park reserve	0	1	2	3	4	5

Q8B Do you have any comments on the types of information available for potential Nahanni National Park Reserve visitors?

____

____

____

____

Q9 Did you use an air charter company for your trip to Nahanni National Park Reserve?

1 ☐ Yes (go to Q9B) 2 ☐ No (skip to Q10)

Q9B Which air charter company did you use to travel to Nahanni National Park Reserve?

____

Q10 How satisfied were you with the services provided by the air charter company? Please circle the number that best represents your satisfaction with the air charter company.

0 = Does Not Apply
1 = Very Dissatisfied
2 = Dissatisfied
3 = Neither Satisfied or Dissatisfied
4 = Satisfied
5 = Very Satisfied

a	• Amount of park information available	0	1	2	3	4	5
b	• Cost of the trip	0	1	2	3	4	5
c	• Friendliness of the charter company staff	0	1	2	3	4	5
d	• On-flight services available	0	1	2	3	4	5
e	• Overall satisfaction with air charter operator		1	2	3	4	5

Residents of Fort Simpson and Nahanni Butte please skip to Q13.

Q11 Did you overnight in the local area as a part of your trip to Nahanni National Park Reserve (please see map on page 8)?

1 ☐ Yes (go to Q11B) 2 ☐ No (skip to Q12)

Q11B Please tell us the name of the establishment and how many nights spent at the site.

Establishment	# of Nights
______________________	____________
______________________	____________
______________________	____________
______________________	____________

Q12 How much did you spend in the NWT on your trip to Nahanni? Please list only the money that **you spent** (not others in your group). If you spent no money in a category, please check the **$0** box. If you cannot categorize your expenditures, please answer **Q12B**. You do **not need to answer both questions.**

		Amount Spent		$0
a	• Food and beverage (include restaurants)	$ _____	or	☐$0
b	• Accommodation	$ _____	or	☐$0
c	• Recreation (include outfitter and air charter fee in Fort Simpson)	$ _____	or	☐$0
d	• Transportation (include gas and repairs, do not include your air fare to the NWT)	$ _____	or	☐$0
e	• Other, please specify : ______________________	$ _____	or	☐$0

Q12B If you are unable to match your expenditures to these categories, please estimate the total of your **personal** expenditures in the NWT as a part of this trip from home.

Total $ _____ or ☐$0

Q13 Did you visit the Nahanni National Park Reserve Visitor Reception Centre in the Canadian Parks Service office in Fort Simpson as part of this trip?

1 ☐ No (go to Q14) 2 ☐ Yes (skip to Q15)

Q14 If you did not visit the Visitor Reception Centre in Fort Simpson, please could you tell us why not? (Please check only one.)

1 ☐ The location of the Visitor Reception Centre was **not convenient** for a visit.
2 ☐ The Visitor Reception Centre in Fort Simpson was **closed.**
3 ☐ I did not have the **time** to visit the Visitor Reception Centre in Fort Simpson.
4 ☐ I saw the video presentations at the **Nahanni Inn** in Fort Simpson.
5 ☐ I was **not interested** in visiting the Visitor Reception Centre in Fort Simpson.
6 ☐ I **have been** to the Visitor Reception Centre in Fort Simpson before.
7 ☐ I **did not know** the Visitor Reception Centre was there.
8 ☐ Other, please specify:

____

Q15 Please check the sites that you visited on this trip to Nahanni National Park Reserve (please see the attached map for locations).

	Yes	No	Not Sure
a • Moose Ponds	☐	☐	☐
b • Island Lakes/ Moores Hotsprings	☐	☐	☐
c • Little Nahanni River	☐	☐	☐
d • Glacier Lake	☐	☐	☐
e • Rabbitkettle Lake	☐	☐	☐
f • Rabbitkettle Hotsprings	☐	☐	☐
g • Sunblood Mountain	☐	☐	☐
h • Marengo Falls	☐	☐	☐
i • Virginia Falls	☐	☐	☐
j • Flat River	☐	☐	☐
k • Deadmen Valley	☐	☐	☐
l • Tlogotsho Plateau	☐	☐	☐
m • Kraus Hotsprings	☐	☐	☐
n • Ram Plateau	☐	☐	☐
o • Big Bend	☐	☐	☐
p • The Gate	☐	☐	☐

Q16 At which camping sites did you overnight and for how long?

a • Rabbitkettle Lake ________ nights
b • Marengo Creek ________ nights
c • Big Bend ________ nights
d • Kraus Hotsprings ________ nights
e • Virginia Falls ________ nights
f • The Gate ________ nights
g • Deadmen Valley ________ nights

Q16B Which camping site was your **favorite**?

____

Q16C Why was it your favourite?

____
____
____

Q16D Which camping site was your **least favorite**?

____

Q16E Why was it your least favourite?

____
____
____

Q17 Please indicate the activities that you engaged in during your trip in Nahanni National Park Reserve. Please check **Yes** or **No** for each activity.

	Yes	No
a • Art activities	☐	☐
b • Backpacking (overnight)	☐	☐
c • Camping	☐	☐
d • Climbing	☐	☐
e • Day-hiking	☐	☐
f • Nature Study	☐	☐
g • Picnicking	☐	☐
h • Relaxing in hot springs	☐	☐
i • Boating (motorized)	☐	☐
j • Canoeing	☐	☐
k • Fishing	☐	☐
l • Kayaking	☐	☐
m • Scuba/snorkelling	☐	☐
n • Swimming	☐	☐
o • Rafting	☐	☐

p • Other (please specify):

____

Q18 How satisfied were you with the development at Virginia Falls? Please circle the number that best represents your level of satisfaction with Virginia Falls.

0 = Did not use, or not applicable
1 = Very Dissatisfied
2 = Dissatisfied
3 = Don't know
4 = Satisfied
5 = Very Satisfied

a • Campground Facilities	0	1	2	3	4	5
b • Boat Dock	0	1	2	3	4	5
c • Plane Landing Site	0	1	2	3	4	5
d • Portage Boardwalks	0	1	2	3	4	5
e • Interpretive Kiosk	0	1	2	3	4	5
f • Washroom Facilities	0	1	2	3	4	5
g • Eating Areas	0	1	2	3	4	5

Q18B Which, if any, of the man-made facilities included in Q18 do you feel should not be provided in this park reserve?

____

____

Q19 While on your trip, how many planes or helicopters did you see or hear? (Do not include the planes or helicopters used for your transportation.)

1 ☐ I saw none. (please skip to Q20)
2 ☐ I saw 1 to 3. (please go to Q19B)
3 ☐ I saw 4 to 6. (please to go Q19B)
4 ☐ I saw more than 6. (please to go Q19B)

Q19B Did these flights detract from your visit?

1 ☐ Yes 2 ☐ No

Q20 While on the South Nahanni River, did you meet any Canadian Parks Service staff?

1 ☐ Yes 2 ☐ No

Q21 Do you feel that patrols by Canadian Parks Service staff are necessary in Nahanni National Park Reserve?

1 ☐ Yes 2 ☐ No

Q21B Why or why not?

____

____

____

Q22 Do you have any preference for the type of craft used by the Canadian Parks Service patrols?

1 ☐ I would prefer Canadian Parks Service to use non-motorized canoe patrols.
2 ☐ I would prefer Canadian Parks Service to use jet boat patrols.
3 ☐ It doesn't matter to me.

Q23 Overall, how do you feel about the number of people you encountered on the river?

1 ☐ I saw about as many people as I expected to see on the river.
2 ☐ I saw more people than I expected to see on the river.
3 ☐ I saw fewer people than I expected to see on the river.

Q24 Were there any days of your trip that you felt the river was overcrowded?

1 ☐ Yes(go to Q24B) 2 ☐ No (skip to Q25)

Q24B How many days of your trip did you feel the river was overcrowded?

________ day(s)

Q24C Which area(s) did you feel was (were) overcrowded?

____

____

____

Q25 In the future, what type of development or management initiatives do you feel are important to Nahanni National Park Reserve? (Please check as many as you like.)

1 ☐ Increase the number of day use sites
2 ☐ Provide display panels at Virginia Falls and Hole-in-the-Wall trailhead
3 ☐ Restrict the number of day-users to the park
4 ☐ Develop a complete hiking trail system in the park
5 ☐ Provide more river patrols by CPS staff
6 ☐ Provide more developed campsites along the river
7 ☐ Require river users to reserve time on the river to prevent overcrowding
8 ☐ Provide a more complete river guide to visitors
9 ☐ Other (specify):

____

Q25B Which do you feel is the most important? (Please write the most appropriate number from Q25).

# ______ is the most important to me.

Q26 Do you have any other comments about your trip to Nahanni National Park Reserve? (If you need more room, please feel free to use the back of the map.)

____

____

____

____

Q27 In order to develop Nahanni National Park Reserve appropriately, it is important for us to understand the kinds of experiences that visitors seek. Please describe the experience **you** were **personally** expecting by indicating the importance of each of the following reasons for your visit to Nahanni National Park Reserve.

1 = Not at all important
2 = Not very important
3 = Not sure
4 = Important
5 = Extremely important

a	• To gain a sense of self-confidence	1	2	3	4	5
b	• To be free to make my own choices	1	2	3	4	5
c	• To take risks	1	2	3	4	5
d	• To do something with the family	1	2	3	4	5
e	• To be with friends	1	2	3	4	5
f	• To experience new and different things	1	2	3	4	5
g	• To view the scenery	1	2	3	4	5
h	• To think about my spiritual values	1	2	3	4	5
i	• To be creative	1	2	3	4	5
j	• To keep physically fit	1	2	3	4	5
k	• To relax physically	1	2	3	4	5
l	• To give my mind a rest	1	2	3	4	5
m	• To experience peace and calm	1	2	3	4	5
n	• To teach my outdoor skills to others	1	2	3	4	5
o	• To know others are nearby	1	2	3	4	5
p	• To do something that impresses others	1	2	3	4	5
q	• To be in control of things that happen	1	2	3	4	5
r	• To do something artistic	1	2	3	4	5
s	• To do something my spouse or partner wanted me to do	1	2	3	4	5
t	• To be with people who enjoy the same things that I do	1	2	3	4	5
u	• To learn more about the natural ecosystem	1	2	3	4	5
v	• To think about how I would like the world to be	1	2	3	4	5
w	• To have a feeling of harmony with nature	1	2	3	4	5
x	• To improve my physical health	1	2	3	4	5
y	• To give my body a rest	1	2	3	4	5
z	• To have a change from my daily routine	1	2	3	4	5
aa	• To be away from crowds of people	1	2	3	4	5
bb	• To share my skills and knowledge with others	1	2	3	4	5
cc	• To avoid the unexpected	1	2	3	4	5
dd	• To be away from the family for a while	1	2	3	4	5

Q28 Did your experience meet your expectations? Please circle the number that best represents your agreement with each of the following statements.

1 = Strongly disagree
2 = Disagree
3 = Neither disagree nor agree
4 = Agree
5 = Strongly Agree

"While in Nahanni National Park Reserve I was able ...

a	• To gain a sense of self-confidence	1	2	3	4	5
b	• To be free to make my own choices	1	2	3	4	5
c	• To take risks	1	2	3	4	5
d	• To do something with the family	1	2	3	4	5
e	• To be with friends	1	2	3	4	5
f	• To experience new and different things	1	2	3	4	5
g	• To view the scenery	1	2	3	4	5
h	• To think about my spiritual values	1	2	3	4	5
i	• To be creative	1	2	3	4	5
j	• To keep physically fit	1	2	3	4	5
k	• To relax physically	1	2	3	4	5
l	• To give my mind a rest	1	2	3	4	5
m	• To experience peace and calm	1	2	3	4	5
n	• To teach my outdoor skills to others	1	2	3	4	5
o	• To know others are nearby	1	2	3	4	5
p	• To do something that impresses others	1	2	3	4	5

q	• To be in control of things that happen	1	2	3	4	5
r	• To do something artistic	1	2	3	4	5
s	• To do something my spouse or partner wanted me to do	1	2	3	4	5
t	• To be with people who enjoy the same things that I do	1	2	3	4	5
u	• To learn more about the natural ecosystem	1	2	3	4	5
v	• To think about how I would like the world to be	1	2	3	4	5
w	• To have a feeling of harmony with nature	1	2	3	4	5
x	• To improve my physical health	1	2	3	4	5
y	• To give my body a rest	1	2	3	4	5
z	• To have a change from my daily routine	1	2	3	4	5
aa	• To be away from crowds of people	1	2	3	4	5
bb	• To share my skills and knowledge with others	1	2	3	4	5
cc	• To avoid the unexpected	1	2	3	4	5
dd	• To be away from the family for a while	1	2	3	4	5

Q29 How would you rate your overall experience in Nahanni National Park Reserve? Please circle the appropriate number below.

1 = Very bad
2 = Bad
3 = Neither bad nor good
4 = Good
5 = Very good

• Overall experience 1 2 3 4 5

Q30 In which official language do you prefer to be addressed?

1 ☐ English 2 ☐ French

Q31 Are you:

1 ☐ Female? 2 ☐ Male?

Q32 Including this trip, approximately how many visits have you made to national parks in the past two years? (in Canada or elsewhere)

_________ visits in the past two years

Please turn to the final page . . .

Turn the page to find out how you could win one of three $100.00 Gift Certificates from the Tilley Endurables Mail Order catalogue.

This proud Canadian company has made a name for itself around the world with its distinctive Tilley Hat and Virtually Indestructible Tilley Shorts. The Tilley name is synonymous with comfort and durability in outdoor and casual wear.

Q33 What is your highest level of schooling? (Please check only one).

1 ☐ Less than Grade 9
2 ☐ Grades 9-12 (or 13) without certificate
3 ☐ Grades 9-12 (or 13) with certificate
4 ☐ Trades certificate or diploma
5 ☐ Other non-university education without certificate
6 ☐ Other non-university education with certificate
7 ☐ University education without degree
8 ☐ University education with degree

Q34 What was your total **household** income (from all sources) during the past twelve months? (Please check only one)

1 ☐ Under $10,000
2 ☐ $10,000 to $19,999
3 ☐ $20,000 to $29,999
4 ☐ $30,000 to $39,999
5 ☐ $40,000 to $49,999
6 ☐ $50,000 to $59,999
7 ☐ $60,000 to $69,999
8 ☐ $70,000 to $79,999
9 ☐ $80,000 to $89,999
10 ☐ $90,000 to $99,999
11 ☐ $100,000 and over

Thank you!

Thank you for your participation in this Visitor Study. Your completed questionnaire will help us to plan Nahanni National Park Reserve into the next century.

Please return your completed questionnaire as soon as possible. You may use the pre-paid envelope, or you may mail (or FAX) it to the address below.

If you would like to receive a summary of this study's findings, or if you would like to be involved in the planning process, please contact:

David McVetty
Socio-Economic Services Unit
Canadian Parks Service
457 Main Street
Winnipeg, Manitoba
R3B 3E8
FAX: (204) 983-2014
Phone: (204) 983-5120 (collect)

Canada

Win a $100 Gift Certificate from Tilley Endurables

You can win one of three $100.00 Gift Certificates from Tilley Endurables. Simply clip this entry form and include it with your completed questionnaire. Winners will be notified by mail in October, 1991. Please, only one entry per questionnaire (no mechanically reproduced entries allowed).

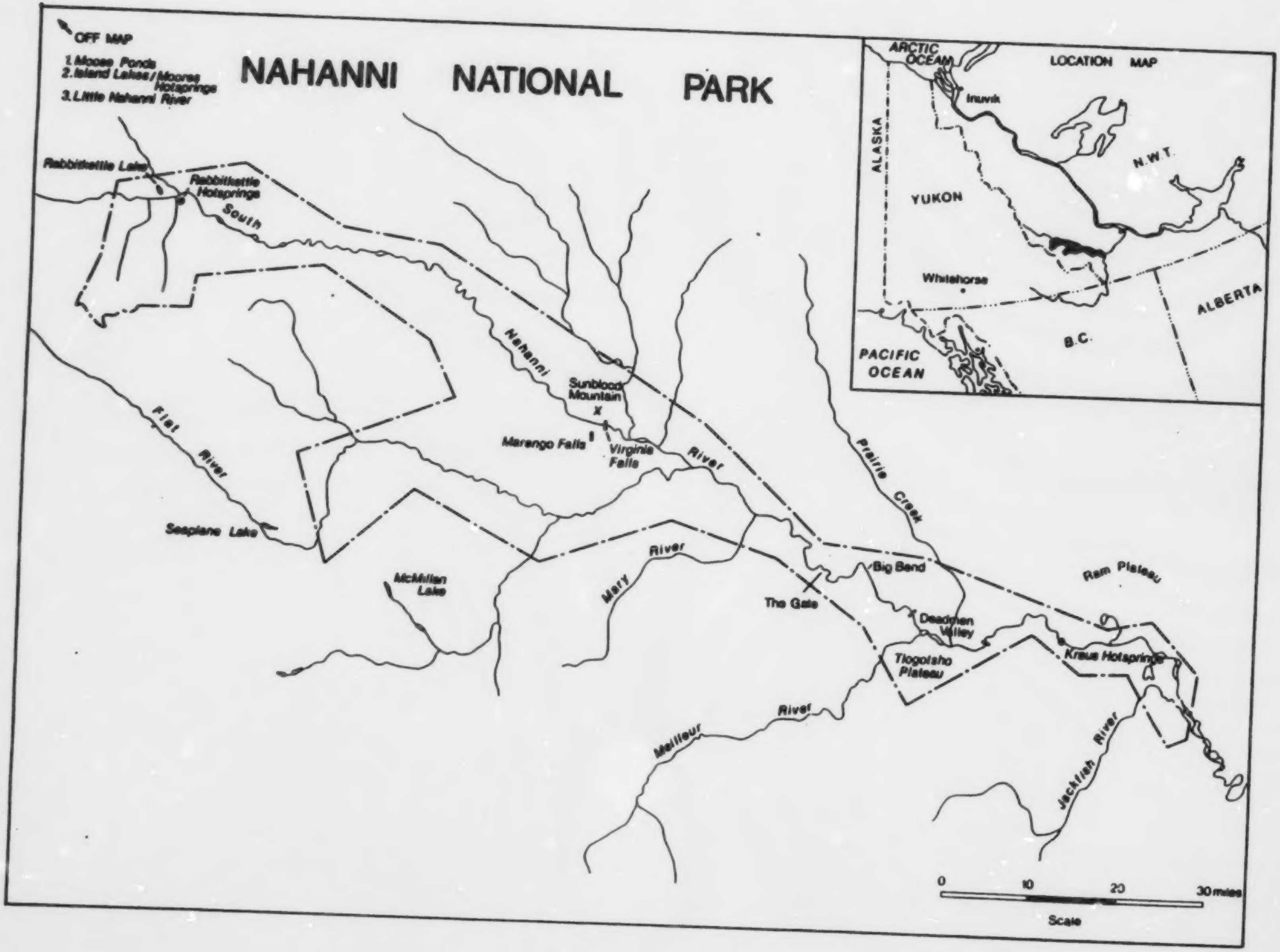
Name: ____________________

Address: ____________________

____

City: __________ Province: __________ Postal Code: __________

☐ Please "X" here if you would like a copy of the most recent Tilley Endurables catalogue. Canadian residents may also call Tilley's toll-free at 1-800-387-0110 (USA residents call 1-800-338-2797).



NAHANNI NATIONAL PARK

APPENDIX 2
VERBATIM COMMENTS:
BACKCOUNTRY VISITORS

A well developed trail system would take some of the pressure from the over-used - Glacier Lake and Deadmen Valley. I feel Glacier Lake and the Cirque are should also be protected. Rabbitkettle Hotsprings need better protection. People should not be on the Tufa Mounds.

I would like open access to a cave or two. I understand the fragility of the cave environment but perhaps guided trips into some section of the cave would be workable.

I was extremely disappointed with the costs of getting into the park. It's a rich man's park. I would like to see an economical access in. Anyone who travels as far as the NWT obviously would not abuse the ecosystem.

Please protect the Cirque area. Trails to the Cirque area need development. Please keep people off the Tufa Mounds at Rabbitkettle Lake.

Absolutely superb, awesome, beautiful and would do it again tomorrow. Best campsites were the unorganized ones.

The land speaks for itself. Commercialization and developing will take away from the experience that most people want who go to the trouble to come to the river.

Spectacular trip and scenery. Well worth the effort to get there. Some misrepresentation of the trip as a whitewater trip (not much whitewater from Rabbitkettle down). Limit aircraft times into the park (difficult due to weather ?). Aircraft should not come up the river valley.

Overall the trip was excellent. The natural beauty exceeded my expectations.

This was a great trip for anyone and especially for those who have not travelled in the North.

It is beautiful and remote. It would be nice to think of it remaining so.

Very enjoyable.

Too many people at once on the river will destroy its beauty and allure. Regulate it, don't develop.

The park boundaries should be extended to include all of the canoeable parts of the Nahanni River (beyond the current northern park boundary). It is difficult to understand why Glacier Lake and its surrounding mountains of the Selwyn and Ragged Range were not incorporated into the original park reserve. In the future, the hiking and climbing opportunities of this corridor will likely expand and become of equal importance to that of seeing the spectacular river features. It was a disappointment to me to be unable to do more hiking. It is an aspect of the park that would bring me back. So extend the park to Mt. Wilson and start to develop the hiking possibilities.

It was beautiful and more than lived up to my expectations -- I hope it will remain as unspoiled as possible.

Develop a system of cooperation of the outfitters to ensure non-destructive use of the area.

Encountered very few signs of the people in the park, except for the Virginia Falls area. The campgrounds that we used were in good condition. Did not find any litter.

Wonderful time.

It is a memorable experience. Do not tamper with what nature has so generously provided.

The borders should be extended to take in some of the areas surrounding to prevent future development ie. mining in some of the more fragile areas - The Karst.

I enjoyed it, although it was a bit arduous.

Great park. Spectacular scenery.

Despite disappointment of not seeing the Tufa Mounds, the trip was most enjoyable - scenery, challenges, wildlife. I have not ruled out a return trip, though my age may restrict this.

It was beautiful.

Best trip of my life.

I had an amazing time and will do it again and again.

Beautiful scenery - challenging water. Too much publicity.

It was lovely - despite the number of people we saw, the river felt remote (except for the planes at Virginia Falls). Campers have done a good job of keeping clean and thoughtfully used camping areas show little river use. The execution of the development is good and design-wise it works. I see the need for it, but on a personal level, I'd like to by-pass it. I'm not entirely comfortable with the commercialization indicated by the development -- the fly-ins for day use, for example. It does increase the accessibility but it detracts from the wilderness nature of the park to have planes flying overhead and to know that people are just dropping in for a look.

Parks Service Wardens were knowledgeable, courteous and very helpful.

Great trip. The park is beautiful. Keep up the good work.

There is a balance required in park management. While the park should remain available for all people - unfortunately, people can also destroy it. May Virginia Falls never become another Niagara Falls.

The trip will never be matched. It will remain a part of me.

Excellent park: wish I had more time. Parks Canada did well.

Should be no more accessible than it is to prevent overcrowding and overuse.

It was an exciting canoe trip, adventure, scenery, water, foliage, etc.

Park official at Rabbitkettle was warmhearted (Eric?).

If it is developed too much, it will be like any other tourist are and lose its appeal as a beautiful, wild, semi-developed reserve.

The amount of garbage pick-up on our trip was most unfortunate - most people do not double-check before leaving a site and don't know how to dispose of their own waste when a 'john' is not provided. More personal education is needed.

The warden shut down the Tufa Mounds for a bear sighting 4 days earlier. This was over-cautious and caused our group to miss the mounds. The park is full of bears - we saw three of them. I guess we are lucky that you didn't shut down the whole park. I feel a group of ten people would have been in little danger. (Reference: Herrero, Bear Attacks, 1985)

A wonderful place. Park staff were cooperative and helpful. Shelley was a very good guide at Rabbitkettle.

Being from California, I really enjoyed the limited amount of hassle (ie permits and other restrictions) that I encountered on the Nahanni.

Outfitter group from Nahanni River Adventures very polite and conscientious about cleaning their campsite. We were impressed. Please note: We took our two children with us - ages 5 and 8. They had a marvellous holiday.

Flight restrictions should be initiated: no flights over or into the park.

Reduce or eliminate canoe and raft commercial outfitters. Felt park was overcrowded.

Shelley Gallatly, Warden at Rabbitkettle gave us a very thorough and interesting trip to the Tufa Mounds.

Had a terrific visit - very impressed with the lack of evidence of others (ie. clean campsites)

A great country. Just try to keep it clean. I was impressed by the fine camping practices of those who preceded us (no trash or dirty campsites).

The wilderness (undeveloped) of the park was really what made the trip. Please leave it that way!

I am impressed by the lack of development of sites along the river. The trip is thus more of a wilderness experience.

Should stress the use of wetsuits or rescue plans. Temperature of water should be stressed.

Park might want to emphasize the water temperature and the possibility of hypothermia.

Would like to congratulate and thank the Park Service people on their friendliness and willingness to share their expertise with us.

A treasured experience. It is so beautiful as wilderness that this aspect of the park should be preserved above all else. Charge more for the use of the park.

The trip was a great experience. I hope accessibility is not extended to the extent that the park becomes less of wilderness than it is now. Virginia Falls is already a bit crowded.

Very good trip - no complaints.

I was surprised the number of sites reserved for private outfitters. I am against this.

In Death Valley, the developed campsite was being used by Blackfeather while across the river, the outfitter camp was empty and our map said not for public use. Didn't think this was right.

Outfitters should not have special camping areas and should first be restricted if overcrowding becomes a problem.

Feel that guided outfitter should have a group size limited to 8. Lessen impact on environment and others' visitor experience. I was working at Rabbitkettle as an interpreter for three weeks (usually work in Wood Buffalo National Park).

Really enjoyed it. Care must be taken to avoid over-commercialization and / or environmental damage through overuse.

It would be nice to see if park size could be increased to include Moose Ponds.

In spite of the cold and wet weather, we had a wonderful time and will treasure our fond memories of the beautiful trip.

There needs to be more information and tips on No-Trace camping - we found too many fire pits and broken trees, etc.

Keep it as wild as possible.

I feel that the further development ie. more hiking trails, more campsites, more interpretative panels etc., is not necessary. The park should be kept in its original state as far as possible, just as Faille may have experienced it. More extensive information could be provided to visitors thereby eliminating the need for interpretative panels or further hiking trails. The fact that the place is so little touched by man is its major attraction, efforts should be made to keep it that way. This includes educating users on the importance of low impact camping as well as minimal park development. As for the number of people on the park, I don't think there is a problem at the present. Certainly, it should be closely monitored, for overcrowding would take much out of the experience, at least for me. If the number of users grows, the need for restrictions should be looked at, but I have a dilemma on this question. Since restricting users, especially Canadian citizens is very hard to swallow. The ability to experience the incredible wilderness of Canada anywhere, anytime is one of the greatest things about Canada.

I led a group of ten backpackers from Crash Lake over land to Virginia Falls. No trails except for game but that is to your benefit. Our trip of 16 days took us through a natural backpackers route without any major obstacles. This would make a very good and natural overland hike for experienced backpackers. Unfortunately, most of this route is out of the Parks Canada mandate. The game in the area is very sparse and signs of wear few. The only noticeable manmade sign was the headwaters of the creek in the Manatoe range west of the headwaters of Prairie Creek. Stacking and some camp markings from the early century.

We had an excellent trip, although most of our 16 day trip was spent in the Nahanni area outside of the park. I feel the park should be left much as it is but expanded to include areas like the Ram River Plateau, Crash and Death Lakes, Nahanni Karst, etc. We were disappointed at some of the industrial mess left behind on the old Simpson to Cadillac Mines Road. It would be nice to see this area cleaned up (although, I do realize it is not part of the park).

Our group backpacked for 16 days and we covered 196 kms. I would not like to see a complete hiking trail system. We had a fabulous hiking trip. We were amazed that virtually no one else does major hiking trips - but we loved it.

Unbelievable country. We would have liked to have spent more time hiking the upper reaches of the river along the falls. The trip was long and hard, but worth every step. The country we hiked through (Death Lake to Virginia Falls) was spectacular and Virginia Falls was more impressive than I ever thought. Please try and leave things in their natural state as much as possible, designated camping along the river and reserved time to prevent overcrowding would help. As far as hiking goes, if it ever grows to the point the same as river traffic then designated trails and campgrounds would be needed to control overuse of the land. After hiking through the Jasper and Robson National Parks and to a lesser extent, Whiltmore Wilderness Park and seeing the damage done even with patrols and trails, it was nice to get into an area as remote as Nahanni and not seeing anyone for 16 days. I realize that access to the park is limited to helicopters and floatplanes and would like to see this left as the only way to get to the park. I'm sure it would make your job easier also. The hike was great from start to finish and would love to return with my family to see the river from start to finish. These types of places and trips are becoming fewer and fewer and I for one, hope the ones we've got now can be kept in their natural state forever.

A simply fantastic area. The cirque is incredible and should not be spoiled by including ii in the park -- it is too fragile for park volumes.

It was a wonderful trip but please do not modernize or develop it anymore than it is at present.

The outfitters do a great job with their groups and are very considerate. We met a lot of Germans - perhaps some info should be in German.

If I am there, I want to feel the loneliness and absence of society and be one with nature.

A fabulous experience and a park to be preserved as it is.

It couldn't have been better.

A gorgeous wilderness river that should not become a day-trippers' destination. Consider screen lean-to shelters as in Isle Royale N.P., USA.

It was great thanks to licensed guide - their skill and knowledge - I learned a lot from them. Change the name of Virginia Falls.

While at Virginia Falls, I went to the river to watch a plane land. The pilot (Simpson Air) had several aborted docking attempts. I got yelled at to get a canoe, help etc. No one was in camp but my sister and I. I had never been in a canoe. People in the plane threw a rope which the pilot caught. This episode upset me terribly as the plane could have easily gone over the falls. This was at 6pm, July 10 '91.

Our two week canoe trip with experienced guides made it an unique experience.

Nahanni is everything I always wanted a national park to be.

Increase area of the park.

For me, it was a superb trip and Blackfeather did an excellent job.

Really enjoyed Parks Service staff I encountered - seemed genuinely dedicated and friendly. Cannot emphasize enough my personal preference to restrict day trips to park, especially at Virginia Falls. Did encounter some callous types there, including the pilot who seemed to disregard the restrictions to indiscriminate tramping about the area. Felt this kind of use to that area really detracted from some of my hard fought (Rock Gardens) access to the falls. Loved top section (Rock Gardens) which I know is not formally part of the park. It was probably my favourite part.

I found it to be a spectacular location. My only regret is that there was really no opportunity to explore other parts of the park not accessible from the South Nahanni River.

Would like to hike in some of the picturesque areas - develop trails for outfitters to hike in the backcountry with visitors.

Nahanni Neal provided a first class experience in the park. Development must be related to the human history of the park and the towns related to it. The scenery is magnificent and a wonderful place to visit.

Knowledge of local history and trip points of interest well used by members of the Nahanni River Adventures staff. Wonderful scenery and very interesting place to visit.

I would have enjoyed a little less rain and more sunshine.

It costs so much to get there. I don't think it will ever become overcrowded.

It seems preferable to me to avoid increasing the number of day sites, developing more campsites or other such developments.

Fabulous except for weather - rain 17 of 21 days. Ah, well.

I was surprised by the number of inexperienced paddlers I saw on the river. Perhaps, there is a way to warn the inexperienced more effectively as to the nature of the river (eg. very cold water, yet few people brought wet suits).

We were fortunate to get behind and ahead of large guided parties. There is a need to limit number of guided canoe safaris -- even more so to prohibit rafting by outfitters.

This area is a true treasure and should be protected and treated as such. The number of people on the river this time wasn't excessive, but in the future, I think the numbers may have to be regulated.

I realize my feelings are somewhat selfish. But, I feel that to keep the park the unique place that it is, development should be restricted to nominal facility development. Any improvement or increase in accessibility will only increase visitor numbers and thereby, damage certain park features - namely, wilderness. Increased visitor numbers will be detrimental on a sustained basis. Access is a little difficult and it should be. It was truly an unique experience for me and I would like to think it will be the same for others that follow.

A terrific experience. Mandatory for outfitters to carry a 2-way radio system.

Fantastic, but too much rain. Mandatory for outfitters to carry a 2-way radio systems.

Put feed out to attract the SHEEP along the river. Mark rocks (bluffs) that are unsafe to climb (because of loose limestone, etc.).

It was a dream long ago come true.

I feel very strongly that there should not be a blanket ban on the entry into any of the park caves. I would support a ban on entry into some of the special one to preserve them and to allow study; but a blanket ban is unreasonable when there are so many and only encourages ignoring park rules, when some are unduly rigid and harsh. Being denied entry to any cave was a major frustration and disappointment to several in our group.

Cave prohibition is too sweeping - you should protect a couple and allow exploration on others - we complied with your restrictions begrudgingly. Virginia Falls boardwalks requires upkeep. Some additional paths to sites are required - some are inconveniently long. More info should be made available at the kiosk. Nahanni Butte Warden was not home - replaced by local who was poorly informed and not very helpful. We met 55 people - had hoped to meet far fewer.

Maybe because it is going to be used so much, a campsite / trail system should be installed. Let everyone have the opportunity to see the caves. Just block off one or two for research.

The Warden at Rabbitkettle was very competent and personable young man, a credit to the Park organization (Tom, John on August 11)

We encountered a group of 17 people (1 group) on a two week tour. They had taken every available campsite at Virginia Falls when the two of us arrived. Their group and us were the only users of the park then. I suggest that organized groups should be limited to no more than 10 -12 persons including guides. This limits the impact on the site.

I am really glad we did this trip without an outfitter because I felt that I learned a tremendous that I would not have noticed, appreciated or learned had an outfitter been involved. I didn't find or have peace of mind with all of the organizing, not knowing what to expect from the river etc., but it was okay given what I learned and experienced. Some information about the Tufa Mounds would be helpful before people arrive - it is a 4 hour trip and approximate times of tours so you can plan to be there. Also, we thought after our wonderful experience of Island Lake Hotsprings that we would be able to relax in Rabbitkettle Hotsprings which a) was not possible and b) was not very hot anyway.

When we came to the Info Centre, we wanted a film on the park. I can't remember the name - but, it was something like 'Rebecca Dawn and Nahanni Park - and to be honest, it was a real disappointment. It was obvious that it was more like a Disney film on Rebecca Dawn and not the park.

We really enjoyed our trip to Nahanni NP, and we will certainly do it again. The next time, I expect we will try to go in late August or September to avoid the crowds we encountered at Virginia Falls and Deadmen Valley. I feel strongly that the park must provide a more detailed description of the river for the canoeist; especially the section below Virginia Falls. For those people, such as ourselves, who choose to plan our trips without an outfitter and with no previous knowledge of the location of some of the significant stretches of whitewater, a more detailed description would be useful. For example, the current map has lines pointing to various classes of rapids, yet our experience was that the locations of these sections was not really accurate and other sections were not indicated at all. Another example of the inadequate description of the river is the part just below Wrigley Creek. The map vaguely indicates a section of the river, referring to 'some tricky currents'. In fact, as I recall, at the time we paddled this section, these 'tricky currents' were in fact a fairly significant whirlpool. One of our canoes were upset in the rapids. A more detailed description of sections of the river such as this, giving their exact location and a suggested approach would be helpful. Finally, we enjoyed our visit to Rabbitkettle Lake and were particularly impressed with the Warden who showed us around, a fellow named Shawn. He was helpful, courteous and gave an excellent interpretative talk on the hike to the Tufa Mounds. Thanks for an enjoyable trip.

It is absolutely fantastic. The scenery is extraordinary and I would love to come back.

Please allow me to commend to your favourable attention Warden Shawn Cardiff, who met and introduced us to Nahanni National Park Reserve at Rabbitkettle Lake in August 1991. his ready courtesy, unassuming manner and genuinely friendly demeanour made an enduring first impression of the Parks Service. Cardiff has an unusually effective talent for bringing natural history and phenomena within the understanding of lay persons. He has a contagious regard for his subject, a spontaneity that endures Lords knows how much repetition, and not to have the least suggestion of pedantry. It was a pleasure to watch him field visitors' questions: a polished but engaging performance that conveys the impression of a good heart and a good mind.

Seeing the canoers at the portage at Virginia Falls, I felt they could have used several canoe resting racks on that route.

Please give time as well as distances for hikes.

Please reserve and repair the heritage of the park such as Ranger Cabin in Deadmen's Valley for future generations to see.

We need more information about the plane's rate.

Need more updated information.

Fix the slide show - make it like the one in Kluane.

More advanced river signs - eg. campsites, Warden Stations and falls itself. Current of river it is so fast, it is HARD to STOP in time.

There was plenty of information available once I got here. But, there was nothing before I got to the NWT.

It would be good if other national parks (ie. Wood Buffalo NP) also distributed information about Nahanni.

The videos we seen at the tourist information centre in Fort Simpson were excellent.

There is plenty of information available in the NWT. From other provinces, you have to write for it.

APPENDIX 3
VERBATIM COMMENTS:
DAY VISITORS

Leave it as it is. Don't try to get imaginative with all these fancy new ideas.

I really enjoyed my afternoon there.

Breathtaking - nice to see raw nature.

Excellent experience. We are proud to live in the NWT when we have sites like the park here.

I think the best feature of the park is that it is minimally developed and should remain so. The major attraction is the natural beauty relatively unspoiled by people. We do not need another plastic nightmare like Niagara Falls.

What is this DEVELOPMENT crap that you are talking about? Why don't you just provide a 4-lane highway along side the river? LEAVE IT ALONE. That is why we came.

Unspoiled by man.

Totally awesome. One suggestion - the transportation costs are really expensive. The average Joe can't dish out $350 for just one day. It is sad because I have talked to a lot of people and they'd go, but the cost won't allow them to. I guess that is why it is so clean and untouched by humans. I'd rather go to a place like Nahanni than to a commercial dump like Banff or Jasper where you are bumping into people all the time. For myself, I can afford the money and I will spend my money where the tranquillity is worth much more than the $350. If you could lower airfare prices, more people could enjoy the place. All around it was terrific and I will return to tackle the river and whatever else tickles my fancy. A really nice place to be preserved.

More campsites at Virginia Falls and fresh water well and pump - people drinking and bathing at the dock. Better trail to Marengo Falls from Virginia Falls.
Wonderful place, not much else to say. The washrooms were disgustingly filthy. I'd go again and probably will.

The sign in the book at the dock needs to be sturdier and chained to the kiosk. Have you kept the signatures from earlier years? These would make good archival material.

The Virginia Falls site is ideal for day users. I was pleased to see no paper pamphlets available to the day users or others using the site. It was very clean and commanded respect for the area.

More air charter from the south should be offered (Fort Liard and Fort Nelson). It would make access faster and cheaper.

Development has been excellent with boardwalks at the falls. It should be restricted to a few specific areas.

Airlines should give out pamphlets to hand out to each visitor. I expected this, but none supplied. I am an international tourist. This is the norm.

Care about the development should be made.

Campground sites seemed exposed, that is very little privacy - at Virginia Falls site.

Great boardwalk.

It is splendid as it is. Leave not well meaning bureaucrats ruin it by imposing too many well meaning schemes for its future use.

A real tribute to all those who visited the falls before me is the cleanliness. Or does the park staff do a lot of cleanup?

Our trip was cut short due to rain which stop us from some of the sites.

There should be proper communication radio that will continue to work so that it would be possible to contact the station at any given time.

The day trip was the highlight of our trip.

I am 70 plus. It had satisfied, at least temporarily, the urge to go and experience.

It is a beautiful area. I hope it stays that way for many people to enjoy it in the future.

Very good.

Great info at the park office in Fort Simpson.

Need local weather conditions especially for a day trip - maybe a hotline.

Limited, paucity of information at the float base above the falls.

More advertising. Should be more information available. Very few people have even heard about the park (especially the folk in the south).

I couldn't find any brochures, maps, charter services in YK or even through the Gov't of the NWT, or Fort Simpson.

APPENDIX 4
VERBATIM COMMENTS:
VRC VISITORS

Very friendly staff and interesting presentations

Informative displays.

Sign should say visitor centre.

Better signage from the road would help. When we saw the 'Administration' sign, we weren't sure if there were any visitor facilities or not. A large clear 'Visitor Reception Centre' sign out front might increase attendance. Otherwise, we were pleased.

Centre should be larger.

Compared to Wood Buffalo National Park and Kluane National Park, the Nahanni centre lacks display room and exhibition area.

Unfortunately, it is over-shadowed by the new ED&T Tourist Centre. We would like to see more panels, more room. My compliments to your staff, however, a great job.

Hands on display useful. More on native cultural history.

My concern is over the fact that there was no one in the centre that was local. Wouldn't it be more satisfactory to have an indigenous person available to answer questions. Also, I thought the video of Rebecca Dawn was ridiculous. I mean, really, do you think it is appropriate to show a Walt Disney-like video on the park? I would have preferred a more realistic documentary on camping, canoeing etc. in the park.

Really interesting movies.

I have never been to Nahanni, but it sounds so precious, I would not want it to be super-developed.

Only German and US tourists can afford to hire small planes. Make aircraft available that can carry more passengers - so the average retired Canadian can fly in.

The park is too expensive to get to. The average man such as myself cannot afford it. Why should only the rich be able to see it? As the educational services make me want to see it, i think it is cruel to make the park so inaccessible. Now, I am not suggesting a road, just a simple wilderness trail (say from Tungsten - 200 to 300 km long). A trail would make the area accessible to the (poor) hikers, but not the masses of campers and trailers. These people are not going to get out of their 'homes' and hike 300 km. But, diehard hikers will. It will make the park accessible to only a few hundred more people. Or make a cheap way to fly there, subsidize a plane or something. I don't feel a hikers trail would ruin the experience for any campers. The park is for everyone. Thank you.

I don't feel the area should be developed.

Open limited access to Zone 1 areas.

No more development leave as is.

Allow us into Zone 1 areas.

Provide fewer amenities, keep natural.

APPENDIX 5
SEGMENTATION REPORT

Benefit Segmentation of the Visitors to Nahanni National Park Reserve (1991)

FINAL REPORT

Submitted by

Bryan J. A. Smale, Ph.D.
Assistant Professor
Department of Recreation and Leisure Studies
University of Waterloo
Waterloo, Ontario
N2L 3G1
(519) 885-1211, ext. 4823

Prepared for

Socio-Economic Services Unit
Canadian Park Service
Environment Canada
Winnipeg, Manitoba
R3C 0Y1

February 1992

Table of Contents

Section — Page

1.0 BACKGROUND 1

2.0 METHODS 2

- 2.1 The 1991 Nahanni National Park Reserve Visitor Survey 2
- 2.2 Factor Analysis: The Identification of Underlying Benefit Dimensions 3
- 2.3 Cluster Analysis: Visitor Segments Based on Underlying Benefit Dimensions 4
- 2.4 A Profile of the Nahanni National Park Reserve Visitor Segments 6

3.0 RESULTS 6

- 3.1 The Nahanni National Park Reserve Visitor Survey: Selected Visitor Characteristics 7
- 3.2 Underlying Benefit Dimensions of Park Visitors 7
- 3.3 Derivation of Park Visitor Segments Based on Benefit Dimensions 11
- 3.4 Profiles of Park Visitor Segments Based on Benefit Dimensions 16
  - 3.4.1 Demographic Characteristics 16
  - 3.4.2 Trip and Activity Characteristics of Visitor Segments 19
  - 3.4.3 Opinions Regarding Development and Management Initiatives 26
  - 3.4.4 Overall Satisfaction with the Nahanni National Park Reserve Experience 26

4.0 CONCLUDING OBSERVATION 30

List of Tables

Table Page

1. Demographic Profile of Visitors to Nahanni National Park Reserve (1991) 8

2. Factor Loadings of Driver's Scales on Underlying Benefit Dimensions (Factors) 10

3. Summary Description of Benefit Dimensions Revealed by Factor Analysis 11

4. Descriptive Statistics of Benefit Dimensions for Clusters 14

5. Summary Description of NNPR Visitor Segments Based on Benefit Dimensions 16

6. Percentage of Cases Correctly Classified into Visitor Segments Based on Discriminant Anaylsis 18

7. Mean Age of Individuals in the Seven Visitor Segment 19

8. Selected Other Attractions Visited During This Trip 20

9. Mean Importance of Various Types of Information When Planning the Trip 21

10. Selected Other Sites Visited While in Nahanni National Park Reserve 23

11. Selected Activities in Which Visitor Segments Participated 24

12. Mean Expenditures on the Trip in Selected Categories 25

13. Development and Management Initiatives Supported by Visitor Segments 27

14. Mean Level of Satisfaction Among Visitor Segments With Development at Virginia Falls 28

15. Overall Level of Satisfaction With Nahanni National Park Reserve Experience 29

List of Figures

Figure Page

1. Skree Diagram for Cluster Solutions 12

2. Mean Benefit Scores for Clusters 17

BENEFIT SEGMENTATION OF THE VISITORS TO NAHANNI NATIONAL PARK RESERVE

1.0 BACKGROUND

Market segmentation is increasingly recognised in the tourism industry as an important step in the appropriate planning for and management of visitors to destinations such as resorts and parks. By identifying relatively homogeneous segments within the total visitor population, planner and managers are better prepared to devise strategies that match visitor expectations with destination opportunities. In this way, the satisfaction derived by the visitors from their experience can be maximised without bringing about any unwanted harm to the resource base.

Market segmentation has traditionally separated between visitors by organising them into groups that shared common demographic, geographic, or psychographic characteristics. In the case of demographic market segmentation, for example, the proposition was that those individuals who were generally the same age, sex, income, and education would also share similar recreation expectations, behaviours, and preferences. The failure of this particular approach was in the recognition that most demographic and geographic factors have typically shown not to be highly related to expectations nor behaviour.

More recently, *benefit* segmentation has emerged as a preferred method for deriving market segments because it separates between those individuals who are seeking different types of experiences from their visits to a tourist destination such as a national park. Essentially, benefit segmentation organises visitors into groups of individuals that each seek similar benefits from their recreational experiences. From a management perspective, this is an intuitively more meaningful way of regarding different types of visitors because it points to the experiential aspects anticipated by the visitor -- those aspects that a manager has some influence over in his or her strategies and offerings at the destination. Further, the manager is in a better position to direct certain types of visitors to opportunities that have the conditions to best meet the expectations of each group.

In this study, the benefits sought by the visitors to Nahanni National Park Reserve are used to identify different segments of visitors in an effort to better understand their unique perceptions and behaviours as they pertain to the Park Reserve. The specific benefit measures used are the 16 subscales -- based on 30 specific items (benefits) -- developed by Driver for use by the U.S. Forest Service.

2.0 METHODS

In this section, the specific procedures used in deriving the segments of visitors to Nahanni National Park Reserve based on the survey conducted during 1991 are described. Each methodological step coincides with the descriptive summary provided in the Results section to follow.

2.1 The 1991 Nahanni National Park Reserve Visitor Survey

The survey was completed by three groups of visitors to the Park Reserve: (1) users of the Visitor Reception Centre who did not actually enter the Park; (2) day-users who were flown into the Park for their visit; and (3) backcountry users who were long-term visitors to the Park. Each group filled out a questionnaire that had several sections in common and several other sections which were unique to each group. The questionnaires asked the visitors to describe the reasons for their trip to the Park, what attractions they visited, what information they used in preparation for their trip, the nature of their travel to the Park, their expenditures on a variety of trip-related items, the activities in which they were involved, their perceptions of a number of management related issues, and some selected demographic characteristics. In addition, the backcountry users and day-users to the Park indicated along 5-point scales (1="not at all important"; 5="extremely important") how important each of 30 reasons (i.e., benefits sought) were in their decision to visit Nahanni National Park Reserve. Their responses to these 30 items formed the basis for the benefit segmentation.

The benefit segmentation progressed through three stages. In the first stage, the 30 items were organised into the 16 scales suggested by Driver (e.g., "Achievement/Stimulation", "Risk-Taking", "Introspection") which summarised visitors' scores on these benefits. The scores on the 16 scales were factor analysed to identify underlying benefit dimensions each of which brought together those scales which held common importance to the visitors. These dimensions were then used as the discriminating variables in the second stage of the segmentation process -- cluster analysis. Using the factor scores associated with each of the benefit dimensions, a hierarchial cluster analysis was conducted to identify relatively homogeneous segments of visitors defined on the basis of the benefits they seek. Consequently, each resultant cluster is "unique" in that it identifies a group of Park visitors who share a similar desire to obtain certain benefits from their experience. The extent to which the resultant clusters are distinct from one another was tested using discriminant analysis which assessed the extent to which the visitors could be correctly classified into segments based on their scores on the benefit dimensions. In the third stage of the analysis, the resultant clusters or visitor segments were described using variables drawn from other sections of the visitor survey to determine if each segment also possessed a relatively unique *profile* with respect to such characteristics as demographics, participation in selected recreation activities, perceptions of selected management issues, and degree of satisfaction with a variety of characteristics of their trip. This stage provides information about other visitor characteristics which may help to distinguish the segments from one another beyond the benefits they seek.

All of the analyses in this study were conducted using SPSS/PC+ (Version 4.0) on an MS-DOS based microcomputer system.

2.2 Factor Analysis: The Identification of Underlying Benefit Dimensions

Prior to submitting the scaled items to a factor analysis procedure, the visitors' responses to each of the 30 benefit statements were organised into the 16 subscales suggested by Driver. These subscales are intended to reflect a respondent's score on each of 16 basic benefits which are more generalisable than the rather specific individual items. Consequently, using the responses to the 5-point scales, the mean score of the items making up each subscale was calculated. For example, to obtain a score for the benefit subscale "Escape personal/social pressures", the mean score of a visitor's responses to the two items "to give my mind a rest" and "to have a change from my daily routine" was calculated. The 16 mean scores provided the measures used in the factor analysis.

Factor analysis reduces several related items into a few unique underlying dimensions (i.e., factors) based on the correlations found in the responses to those items. In this instance, the 16 subscales were factor analysed in order to identify the underlying benefit dimensions being expressed by the visitors to Nahanni National Park Reserve. An underlying assumption of the procedure is that the items being submitted to factor analysis do, in fact, have something in common. Consequently, one step in the procedure is to examine the *communality* of each item to ensure that it does share common variance (i.e., is reasonably highly correlated with other items), and if it does not, to exclude it from subsequent analysis. The convention is to exclude those items with communalities below 0.40.

The 16 benefit measures were factor analysed using principal components analysis with varimax rotation and an eigenvalue cutoff of 1.0 -- all conventional and widely accepted procedures -- in order to identify the fewest number of underlying benefit dimensions that explained the greatest amount of variance in the correlation matrix of the original items. Identifying which benefit measures are linked to which underlying dimension is based on the factor loading which is the correlation between the variable and the factor. Varimax rotation of the factor matrix attempts to maximise this correlation on one factor and minimise it on all other factors so that each benefit measure is most strongly associated with just one underlying dimension. Those items that are highly correlated with one factor define that factor and are examined in order to infer the character of the underlying psychological dimension being reflected in those items.

In preparation for the next stage of the analysis, *factor scores* for each dimension are calculated for each individual visitor reflecting his or her score on that dimension. Like their measures on the 16 benefit subscales, these factor scores reflect the extent to which a visitor places a greater or lesser degree of importance on the underlying benefit dimension derived form the factor analysis. The factor score for one dimension is the sum of the products of the factor loadings multiplied by their respective measure on each of the 16 benefit measures. Consequently, each factor score reflects the dominance of those benefit measures which define the dimension -- the ones with the highest factor loadings. Depending on the number of dimensions arising out of the factor analysis, these dimensions -- as represented by their factor scores -- serve as the discriminating variables in the derivation of the visitor segments in the cluster analysis stage.

2.3 Cluster Analysis: Visitor Segments Based on Underlying Benefit Dimensions

With the factor scores generated at the previous stage serving as the measures, the underlying benefit dimensions were used as the discriminating variables in a cluster analysis of the Park visitors to identify relatively homogeneous visitor segments. The specific clustering algorithm used was Ward's method which is a hierarchial, agglomerative procedure based on the sum of the squared Euclidean distances between pairs of individuals (and subsequently, pairs of groups). Ward's method was selected for its ability to generate relatively compact clusters of individuals (thereby avoiding "chaining" effects) in a multidimensional space defined by the equal contribution of the discriminating variables (i.e., the underlying dimensions in this analysis). The Euclidean distances are determined by the scores on each of the underlying benefit dimensions, and the pair of individuals which minimises the increase in the total amount of within group variance is combined to form a new "cluster". Essentially, this procedure begins by regarding each individual as a group of one, then makes combinations of pairs of groups that minimise the total variance. This iterative procedure continues until all the individuals have been combined into one group.

The decision as to where the combination of successive groups of individuals should be halted is based on several considerations. The primary concern is with compromise between generating as few visitor segments as possible and maintaining as much of the homogeneity (i.e., minimising the variance) within each of the segments. The decision rule is therefore to select the cluster solution at the point *prior* to the combination of two groups which introduces a large increase in the total within group variance.

Once the final cluster solution has been selected, two indicators are used to describe the nature of each of the resultant segments. The first indicator is the *t-value* which reflects the degree to which the segment's score on each underlying dimension departs from the average for the entire population. The t-value is essentially a standardised score and therefore values greater than zero (which is the population mean) reflect a segment which has an above average score on that benefit dimension. Similarly, t-values less than zero reflect a segment which has a below average score on the dimension under consideration. The second indicator is the F-ratio which reflects the extent to which the segment is more homogeneous with respect to each benefit dimension than the population as a whole. The F-ratio is the ratio of the variance of the benefit dimension within the segment divided by the variance of that dimension for the population as a whole. Consequently, F-ratios well below 1.0 are desirable because they not only indicate a highly homogeneous segment, but they also suggest that the t-value is therefore a good measure of the segment's uniqueness on that attribute.

Typically, the resultant clusters are distinguished from one another by two or three of the discriminating variables (i.e., the underlying benefit dimensions) which show significant departures from the population mean of zero. These distinctive departures serve to describe the inherent character of the segment. In this study, the visitor segments will be distinguished by those two or three underlying benefit dimensions that the segment's members place notably more or less importance on than does the population as a whole.

2.4 A Profile of the Nahanni National Park Reserve Visitor Segments

Once the visitor segments have been defined in the cluster analysis stage, the distinctiveness of each segment is further determined by examining a number of selected characteristics associated with the segment and comparing it to the others. In other words, to this point in the analysis, the uniqueness of each visitor segment has been established based on the underlying benefit dimensions, but can these segments also be distinguished on the basis of such factors as demographic characteristics? Or participation in selected recreation activities? Or perhaps most importantly, the level of satisfaction derived on various experiential indicators?

3.0 RESULTS

The results of this study are presented in sections corresponding to the stages of analysis described in the Methods. A brief description of the sample upon which this study is based is given first. Next, the results of the factor analysis are presented followed by the results of the cluster analysis. In each of these two latter instances, only the *final* results are presented and not each of the preliminary analyses which served in the identification of the best solution. For example, the final five factor solution that identified the underlying benefit dimensions associated with the these visitors was arrived at following several trials where a variety of potentially confounding variables were controlled to eliminate their effects on the results. In the case of the cluster analysis procedures, the assignment of cases to segments was assessed using discriminant analysis and the results of that step are presented as part of this section. Finally, profiles of the resultant visitor segments are presented that draw attention to those characteristics which further distinguish each of the visitor segments.

3.1 The Nahanni National Park Reserve Visitor Survey: Selected Visitor Characteristics

Of the total 253 questionnaires completed by visitors to the Park Reserve, the majority were completed by backcountry users (n=178; 70.4%) with day users contributing another 41 to the total (16.2%) and visitors to the Visitor Reception Centre contributing the remaining 34 questionnaires (13.4%). Only the backcountry users and the day users were presented with the benefit scales, and of these 219 individuals, an average of 200 provided a response to each of the scales. In the subsequent factor analyses, responses to *all* the items is necessary, and with the inevitable non-response to selected items in the list, a total of 165 visitors ultimately qualified for consideration in the segmentation analysis. This represents 65.2% of all the respondents to the three surveys and 75.3% of the respondents who received a form with the benefit scales included.

Table 1 provides demographic profiles for the total 253 visitors and for the 165 individuals who made up the sample used in the benefit segmentation. In each instance, the distribution of individuals across the categories of each variable show similar patterns indicating that the sub-sample used in the subsequent benefit segmentation analyses is similar in composition to the total sample of visitors.

The majority of visitors to Nahanni National Park Reserve in 1991 were residents of Canada (88.2%) with seven of the ten provinces represented and both of the territories. Ontario generated the most visitors with 34.5% of the total while the territories and Alberta each sent 17.7% of all visitors and British Columbia another 10.0%. In all, these five areas of the country contributed 79.9% of all visitors, who in total, arrived from 24 different origins including four European countries.

3.2 Underlying Benefit Dimensions of Park Visitors

Factor analyses were initially run for the 30 specific benefit statements to determine whether or not these items (which Driver suggested combined to form the benefit scales) did, in fact, load together on the same factors. Many of the items did combine as Driver had postulated, but the number of resultant factors -- seven in total -- in addition to some other confounding results suggested that these results would not be as useful as those based on the 16 scales. Three of the items had relatively low communalities between 0.50 and 0.58, and two of the items were the only ones to load highly on two of the factors. Overall, the

Table 1
Demographic Profile of Visitors to Nahanni National Park Reserve (1991)

	All Visitors (n=253)		Visitor Sample (n=165)	
Characteristic	n	Pct.	n	Pct.
Sex				
Females	88	35.3	55	33.5
Males	161	64.7	109	66.5
Education				
High school or less	33	14.1	14	8.9
Some post-secondary	50	21.4	27	17.2
University degree	151	64.5	116	73.9
Income				
Under $40,000	58	25.7	28	18.8
$40,000 to $79,999	89	39.4	63	42.3
Over $80,000	79	35.0	58	38.9
Age				
24 years and younger	27	12.5	15	10.7
25 to 34 years	60	27.8	41	29.3
35 to 44 years	52	24.1	33	23.6
45 to 54 years	34	15.7	27	19.3
55 years and older	43	19.9	24	17.1

seven factor solution explained 62.7 per cent of the original variance which is lower than might be expected given the number of factors derived.

The factor analysis based on the 16 benefit scales produced a five factor solution that explained 63.1 per cent of variance of the original correlation matrix. Not surprisingly once these scales were generated by combining items, three of the benefit measures had somewhat lower communalities (e.g., "Risk-taking"

= 0.42938; "Risk Reduction" = 0.47196; "Physical Fitness" = 0.48962), however all were above the 0.40 convention for removing them from the analysis.

The correlations (i.e., factor loadings) of each benefit scale on each of the five factors are shown in Table 2. The first factor or underlying benefit dimension is made up of six benefit scales and it explains 30.7 per cent of the variance alone. This dimension appears to capture the need to escape due to a concern for one's overall personal well-being as reflected in the benefits "escape personal/social pressures", "escape physical pressure", "physical rest", and "physical fitness". In addition, the benefits associated with "scenery" and "learning" both suggest an interest in personally benefiting from this natural environment experience. Consequently, this underlying benefit dimension has been labelled *overall well-being through escape* (see Table 2).

The second factor -- which explained an additional 11.6 per cent of the variance -- had five items and appeared to be concerned with one's creative, intellectual, and spiritual resources ("creative" and "introspection") as well as the need to exercise some control over the situation with an aim to promote one's self-confidence, possibly through the taking of risks. This underlying benefit dimension was labelled *self-determination, creative*.

The third and fourth factors each had two items which defined their basic nature. The third factor was clearly oriented toward the desire for *social* contact with factor loadings highest on the two benefit scales of "family togetherness" and "similar people". It explained 7.6 per cent of the original variance. The fourth factor which explained another 6.9 per cent of the variance was defined principally by the desire to teach and lead others in the outdoors as well as the desire to be in familiar, controlled circumstances ("risk reduction"). This latter dimension was labelled *teach/security* (see Table 2).

The fifth and final dimension was defined by a single benefit scale -- "away from family" -- which explained 6.4 per cent of the variance. This *escape family* dimension appears to be linked to the need for solitude or perhaps the desire to do something for one's self.

Summary descriptions for each of the five underlying benefit dimensions are provided in Table 3.

Table 2
Factor Loadings of Driver's Scales on Underlying Benefit Dimensions (Factors)

Driver's Scales	Factor 1 *Overall well-being*	Factor 2 *Self-determination*	Factor 3 *Social*	Factor 4 *Teach/Security*	Factor 5 *Escape family*
Escape Personal/Social Pressures	.85609	.09378	-.00614	.14639	.05251
Escape Physical Pressure	.85024	.20740	.05564	.01021	.02070
Scenery	.70939	.38062	.07535	-.20338	-.16785
Physical Rest	.63993	.04386	-.03051	.52806	.03223
Physical Fitness	.61546	.12159	.16250	.26361	-.01252
Learning	.60721	.28016	.23034	-.41413	.01432
Creativity	.13693	.68433	-.04431	.36133	-.26524
Introspection	.37492	.67738	-.04215	.12067	-.11887
Autonomy/leadership	.16251	.67474	.06601	.14807	.20392
Achievement/Stimulation	.01816	.66073	.21208	.06015	.19365
Risk-taking	.21355	.59023	.07634	-.00772	.17179
Family togetherness	-.03041	.16396	.80048	.03751	-.23730
Similar people	.30877	-.02706	.68604	.08901	.21409
Teaching/leading others	.12615	.30718	.13211	.66739	.03355
Risk reduction	-.02334	.29387	.36378	.42346	.27093
Away from family	-.02757	.19013	-.03444	.05911	.85540
Eigenvalue	4.91461	1.85559	1.21048	1.09703	1.02294
Explained variance	30.7	11.6	7.6	6.9	6.4

Table 3
Summary Description of Benefit Dimensions Revealed by Factor Analysis

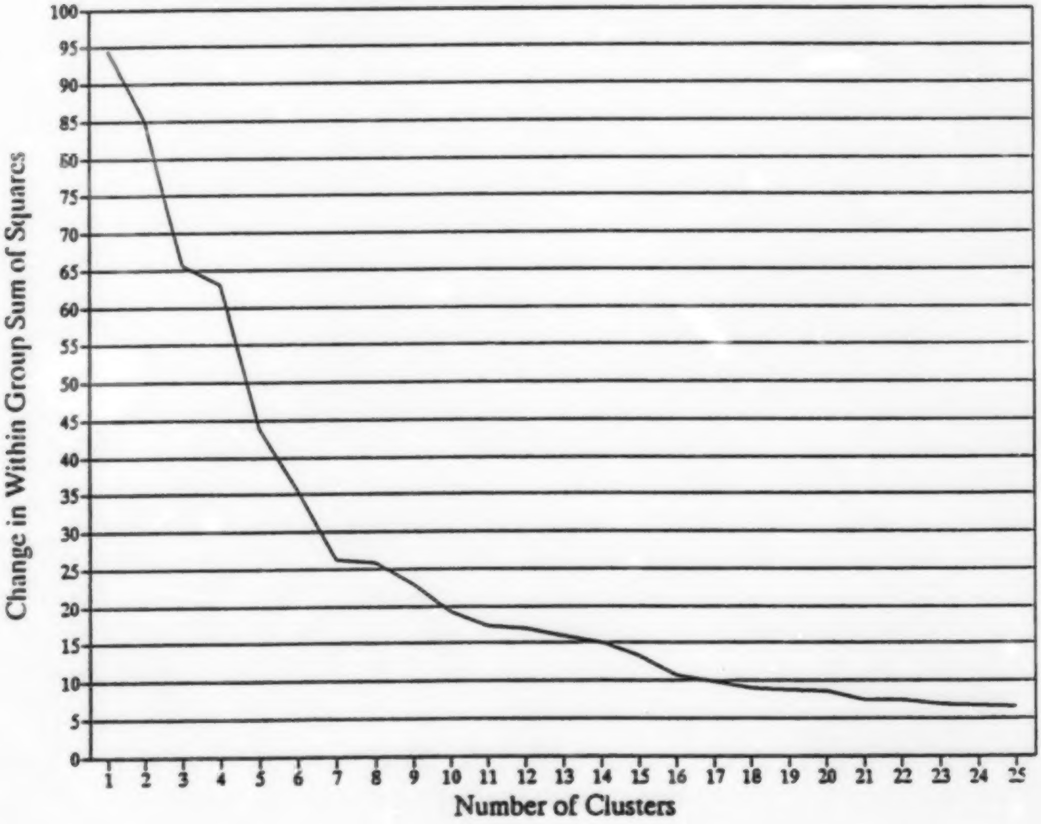
Benefit Dimension	Items	Summary Description
Overall Well-being through escape	6	a concern for one's personal well-being which is achieved through the escape to a natural, backcountry environment; emphasis on escaping personal, social, and physical pressures and rejuvenating one's physical self in a natural setting
Self-determination, creative	5	a desire to draw on one's creative, intellectual, and spiritual resources; need to make one's own choices and be in control with the possibility of taking risks
Social	2	a desire for social cohesiveness through involvement with family members and/or friends; experience common interests in social context
Teach/Security	2	a desire to impart knowledge and skills, especially about the outdoors, to others in controlled, secure circumstances
Escape family	1	a desire to escape family responsibilities; often associated with the desire for solitude

Factor scores were calculated for each individual on each of these five underlying benefit dimensions to reflect the extent to which each dimension was more or less important to that individual in his or her decision to visit Nahanni National Park Reserve. For example, the individual that placed a higher degree of importance on each of the benefit scales making up the *overall well-being through escape* dimension, would receive a higher factor score on that dimension. The factor scores on these five benefit dimensions, then, served as the discriminating variables in the cluster analysis.

3.3 Derivation of Park Visitor Segments Based on Benefit Dimensions

To assist in the decision as to which cluster solution is best, a skree diagram was produced showing the increases in the total variance (i.e., within group sum of squares) at each iteration when clusters are combined. In Figure 1, the final 25 combinations of groups are shown along with the increase in variance introduced at each stage. As described earlier, the optimal solution is that which occurs prior to a large increase in variance. Often, two or three possible solutions may be selected so each is examined for the homogeneity of each cluster as well as their intuitively meaningful nature. In this instance, the seven

Figure 1
Skree Diagram for Cluster Solutions



cluster solution was clearly the optimal solution based on Figure 1, and an examination of the homogeneity of these seven clusters confirmed their internal consistency.

Table 4 presents the t-values and F-ratios associated with each dimension in each of the seven clusters. Only two of the 35 F-ratios had values greater than 1.0 indicating that virtually all the dimensions in every cluster showed greater homogeneity within the segment than there was in the population as a whole. This means, too, that the all the t-values can be interpreted as reliable indicators of the segments' nature with respect to each benefit dimension.

Based on the dominant benefit dimensions within each cluster, these visitor segments were given descriptive labels that were intended to reflect the general nature of the people making up the segment. The first visitor segment -- the *personal recreators* -- was comprised of 16.67 per cent of the visitors and was characterised by the desire for a recreational experience that contributed to their overall personal well-being, but did not require any social contact benefits nor self-determination or creativity. On each of the other benefit dimensions, this segment was generally indistinguishable from the population. This pattern of just one, two, or perhaps three of the five benefit dimensions characterising the visitor segment continues for each of the other six segments (see Table 4).

A similar visitor segment to the *personal recreators* is the segment labelled as the *social recreators* which makes up 20.61 per cent of the total sample. This latter visitor segment has a somewhat greater desire to experience overall personal well-being, but it is markedly distinct from the *personal recreators* segment in its desire for social contact coupled with the well-being dimension (see Table 4).

Interestingly, five of the seven visitor segments make up roughly the same proportion of the visitors, ranging between 13.33 and 20.61 per cent of the sample. Only the *non-reflectives* and the *social non-reflectives* showed smaller segment sizes with just 6.06 and 6.67 per cent of the visitors respectively. Not surprisingly, their smaller size is likely due to the major role that the overall personal well-being benefit dimension plays in most of the visitors' decision to visit the Park -- an aspect of considerably lesser importance to both of these groups, and hence, the reason for their segment labels. In the case of the *social non-reflectives*, it is their strong desire for social contact that distinguishes them as a segment from the *non-reflectives*.

Table 4
Descriptive Statistics of Benefit Dimensions for Clusters

		BENEFIT DIMENSIONS				
Cluster	Cases (Pct)	Overall well-being	Self-determination	Social	Teach/ security	Escape family
Personal recreators	28 (16.97)	.44969[a] (.52374)[b]	-.47757 (.40644)	-1.01928 (.21166)	-.21778 (.57543)	-.12266 (.35769)
Teachers	28 (16.97)	.05314 (.36409)	-.23206 (1.30987)	-.10370 (.67909)	1.21490 (.27111)	-.25329 (.30069)
Family escapers	32 (19.39)	.00310 (.81081)	.37988 (.77618)	-.00915 (.69952)	.17883 (.94545)	1.48424 (.47526)
Non-reflectives	10 (6.06)	-2.35741 (.27521)	-.48698 (.68488)	.03181 (1.38922)	.62171 (.89059)	-.68720 (.30204)
Self-determining loners	22 (13.33)	.03233 (.43325)	1.09821 (.35121)	-.50027 (.42972)	-.63910 (.71113)	-.92615 (.31287)
Social recreators	34 (20.61)	.58550 (.44280)	-.39997 (.89182)	.75718 (.41022)	-.50085 (.34422)	-.42040 (.29995)
Social non-reflectives	11 (6.67)	-1.02023 (.42626)	.18379 (.34012)	1.51636 (.35043)	-.79726 (.54755)	.41562 (.80896)
F-ratio		27.9507	10.6503	24.8941	20.6347	45.9027
F-prob.		.0000	.0000	.0000	.0000	.0000

[a] t-value
[b] F-ratio

The *self-determining loners* (13.33 per cent of the sample) are so labelled as a visitor segment because of their strong desire for the opportunity for self-determination from their Park experience as well as the aversion for social contact as part of that experience. While not motivated by a desire to escape the family, it is clear that the individuals in this segment want some control over their experience and may even desire the opportunity to take risks.

The last two visitor segments are characterised by their high scores on only one of the five benefit dimensions. The *teachers* visitor segment (16.97 per cent of the sample) is made up of those individuals who want the opportunity to impart knowledge, especially outdoors skills, without seeking any other benefits from their Park experience. The *family escapers* segment (19.39 per cent of the sample), although showing some desire for self-determination from their Park experience, are much more interested in escaping the responsibilities of the family for the time they are visiting the Park.

A summary description of each of the visitor segments derived from the cluster analysis is shown in Table 5 along with their segment labels. Figure 2 illustrates graphically the scores on each benefit dimension for each of the seven visitor segments. With zero serving as the population mean for the benefit dimension scores, which dimensions are important and to what extent to each segment is clearly evident.

Before moving on and developing profiles of each visitor segment, a discriminant analysis was conducted to assess the extent to which the individuals in the sample of visitors could be correctly classified into the segments based on their scores on the benefit dimensions. The results of this analysis demonstrated that all five benefit dimensions possessed at least some statistically significant ability ($p < .0001$) to discriminate between the segments. For illustrative purposes, the percentage of cases correctly classified using the benefit dimensions in the discriminant analysis was calculated, and this is shown in Table 6. In every instance, a sizable proportion of the individuals were correctly classified into the visitor segments derived in the cluster analysis.

With these seven visitor segments defined in the manner suggested by Table 5, the next step is to develop profiles of these segments and assess whether or not any of these other characteristics also distinguish the visitors apart from the benefits that they seek when they visit Nahanni National Park Reserve.

Table 5
Summary Description of NNPR Visitor Segments Based on Benefit Dimensions

Visitor Segment	Description
Personal recreators	moderate desire for an experience contributing to their overall personal and physical well-being with less need to draw on their creative and/or spiritual resources and very little need for social contact with friends and/or family
Teachers	singular desire for opportunity to teach skills and impart knowledge without a significant interest in any other benefit dimension
Family escapers	strong desire for the opportunity to escape from the responsibilities of their families, coupled with a moderate desire for self-determination
Non-reflectives	very little interest in an experience that contributes to their overall personal well-being nor in an experience that provides for self-determination, but have a moderate interest in teaching skills and imparting knowledge
Self-determining loners	strong desire for the opportunity for self-determination with a relatively low need for social contact with either family or friends
Social recreators	moderate to high desire for the opportunity for social contact with family and friends especially when it meets their moderate need to contribute to their overall personal and physical well-being
Social non-reflectives	very little interest in an opportunity contributing to their overall personal and physical well-being, but they have a strong desire for social contact with family and friends

3.4 Profiles of Park Visitor Segments Based on Benefit Dimensions

3.4.1 Demographic Characteristics. The demographic characteristics associated with each of the seven visitor segments were examined to determine whether or not they were distinguishable on these aspects. With respect to sex, there was a significant difference between the seven visitor segments ($\chi^2 = 12.571$; $p = .050$) with more males than expected in the *teachers* segment and more females than expected in the *social recreators* segment. Each of the other segments showed proportionately the expected distribution of males and females.

Total household annual income was reorganised into three categories in large part because of the relatively high skew in the distribution towards higher income categories. The three categories were: (1)

Figure 2
Mean Benefit Scores for Clusters

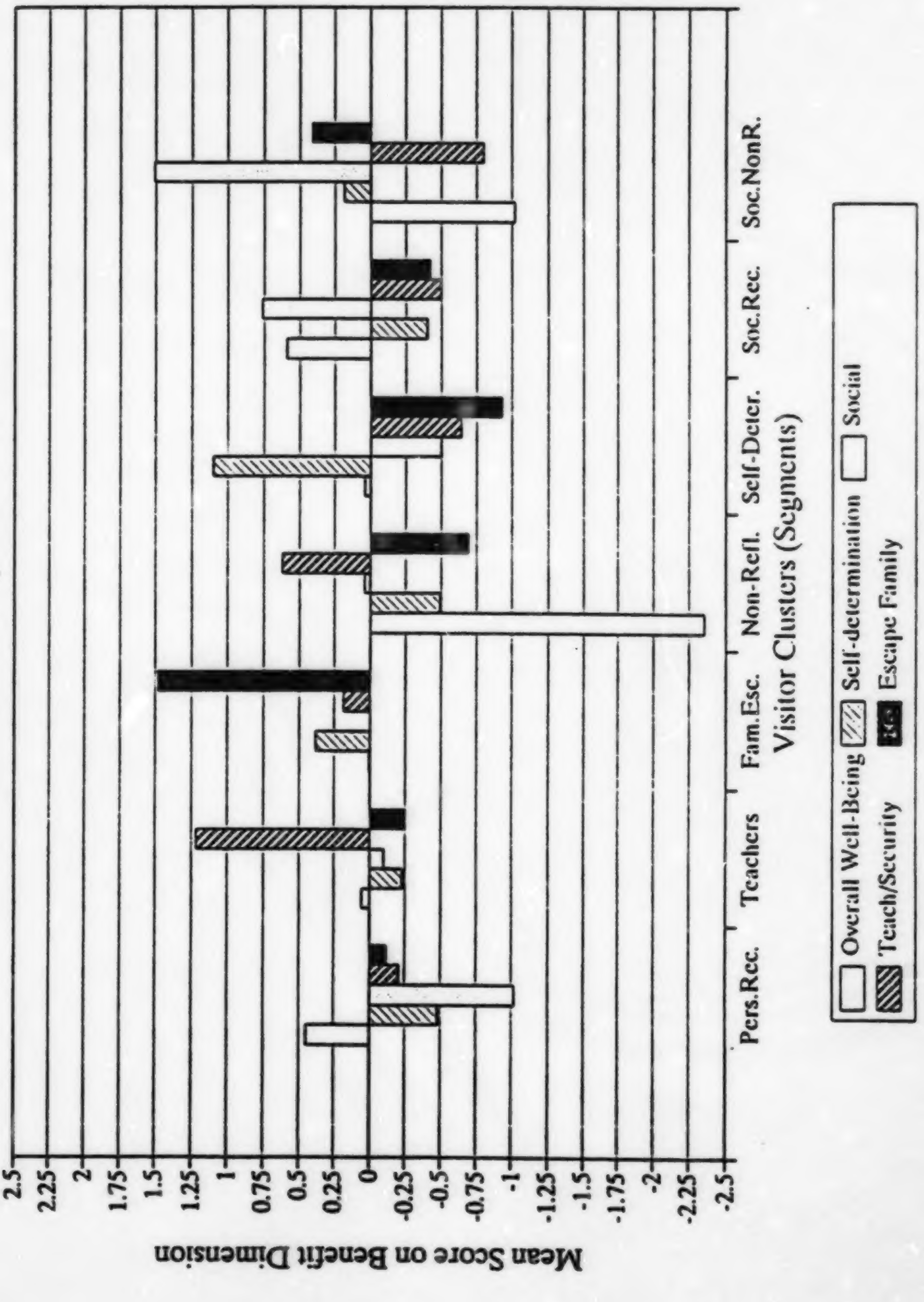


Table 6
Percentage of Cases Correctly Classified into Visitor Segments Based on Discriminant Analysis

		Predicted Group Membership						
Actual Group	Cases	1	2	3	4	5	6	7
1 Personal recreators	28	85.7	10.7	-	-	3.6	-	-
2 Teachers	28	3.6	85.7	3.6	-	3.6	3.6	-
3 Family escapers	32	3.1	-	90.6	-	-	-	6.3
4 Non-reflectives	10	-	-	-	100.0	-	-	-
5 Self-determ. loners	22	4.5	-	-	-	95.5	-	-
6 Social recreators	34	5.9	-	2.9	-	5.9	79.4	5.9
7 Social non-reflectives	11	-	-	18.2	-	-	-	81.8

under $40,000; (2) between $40,000 and $80,000; and (3) over $80,000. The results showed that the seven visitor segments were not significantly different from one another with respect to income ($\chi^2=11.228$; $p=.510$). Similarly, the level of education was reorganised into three categories also because of the even higher skew in the distribution of the sample towards those individuals with university degrees (73.9 per cent), to reflect those individuals who: (1) had a high school diploma or less; (2) had some post-secondary education of any sort; and (3) had a university degree. Again, no significant differences were found that would distinguish any of the visitor segments ($\chi^2=20.246$; $p=.063$). It should be noted that while the chi square statistic does suggest a moderate degree of difference among the groups, over half the cells in the distribution had expected frequency below required levels to make the test statistic reliable.

With respect to the ages of the individuals making up the visitor segments, no significant differences were found among them ($F_{6,133}=0.6874$; $p=.6602$). The youngest segment on average was the *non-reflectives* with a mean age of 35.0 years and the oldest segment on average was the *social non-reflectives* with a mean age of 46.8 years. This apparently large difference in average age did not prove to be significant because of the high variation within in each segment – the standard deviations for the seven visitor segments ranged from 10.5 years for the *self-determining loners* to 22.1 years for the *non-reflectives*. It appears that visitors of all ages play a part in defining each of the segments (see Table 7).

Table 7
Mean Age of Individuals in the Seven Visitor Segments

Visitor Segment	n	Mean	Std. Dev.
Personal recreators	22	40.00	12.70
Teachers	27	41.04	13.63
Family escapers	28	41.29	15.84
Non-reflectives	5	35.00	22.14
Self-determining loners	21	37.43	10.51
Social recreators	28	38.68	13.46
Social non-reflectives	9	46.78	14.92
	140	40.06	13.84

$F_{6,133}=0.6874; p=.6602$

Generally, it appears that the demographic characteristics of the visitors to Nahanni National Park Reserve do not also help in distinguishing between the segments based on benefit dimensions, at least with respect to these three indicators. Presumably, then, one must assume that the visitor segments' demographic make-up is *not directly linked* to the benefits they seek when visiting Nahanni National Park Reserve.

3.4.2 Trip and Activity Characteristics of Visitor Segments. As the tables that follow in this section demonstrate, the seven visitor segments do not differ significantly from one another with respect to their trip and activity characteristics while preparing for, and when travelling to and within Nahanni National Park Reserve. The principal reason given by all the respondents for visiting the park was for recreational purposes (94.1%) and not for business, to visit friends, nor research. The 57.0% of the visitors who indicated that they were coming to the park to learn and study nature were not unique to any one of the visitor segments.

Nahanni National Park Reserve was the main destination for 87.2% of the visitors and 92.0% used an air charter company in order to get there. Many visitors included Fort Simpson (93.7%) and Nahanni Butte (83.7%) as part of their trip, and most did *not* stop at Prelude Lake Territorial Park, Wood Buffalo

National Park, nor Fort Smith. For those other attractions in the NWT that did draw many, but not all, visitors, Table 8 shows that they did not attract any more individuals from one visitor segment than another. (*NOTE*: It is important to note at this point that in many of the tables to follow, the numbers of individuals in some visitor segments sometimes drop to levels that render the test statistics unreliable. Consequently, some caution must be exercised in the interpretation of the test results).

Table 8
Selected Other Attractions Visited During This Trip

	Selected Other Attractions Visited by Segments			
Visitor Segment	Blackstone Pct.	Yellowknife Pct.	Fort Liard Pct.	Hay River Pct.
Personal recreators	63.2	47.1	36.8	25.0
Teachers	70.0	61.5	64.3	53.8
Family escapers	52.2	47.4	45.0	13.3
Non-reflectives	25.0	50.0	50.0	40.0
Self-determining loners	80.0	66.7	55.6	33.3
Social recreators	58.3	60.9	33.3	25.0
Social non-reflectives	85.7	60.0	75.0	50.0
Chi square	7.715	2.153	5.160	6.813
p-value	.260	.905	.523	.338

The dominant sources of information that were most useful when planning for the trip were provided by: (1) air charter services and outfitters (30.0% of the visitors said this was the most important source); (2) word of mouth (20.5%); (3) tourist literature (17.5%); and (4) Nahanni National Park Reserve itself (15.5%). Again, the visitor segments did not differ with respect to which source was most useful.

With respect to the specific types of information used by the visitors when they were planning their trip, no differences were found between the visitor segments with respect to which types were rated as most important (see Table 9). Information on the local history was somewhat more important to the *social non-reflectives* (mean=3.909) and to the *non-reflectives* (mean=3.889) visitor segments, but not significantly

Table 9
Mean Importance of Various Types of Information When Planning the Trip

	Type of Information Used When Planning Trip[a]					
	Local history	Trans. options	Area ecosystem	Accommodation	Other destins.	Trip cost
Visitor Segment	Mean (Std.dev.)	Mean (Std.dev.)	Mean (Std.dev.)	Mean (Std.dev.)	Mean (Std.dev.)	Mean (Std.dev.)
Personal recreators	2.857 (1.146)	3.107 (1.548)	4.071 (0.900)	1.786 (1.134)	1.429 (0.634)	2.786 (1.371)
Teachers	3.074 (1.238)	3.571 (1.399)	3.893 (0.956)	2.071 (1.016)	1.893 (0.994)	3.519 (1.122)
Family escapers	2.903 (1.274)	3.400 (1.476)	3.839 (1.186)	2.258 (1.290)	2.000 (1.114)	3.600 (1.133)
Non-reflectives	3.889 (0.782)	3.111 (1.764)	3.889 (0.601)	1.444 (0.882)	1.778 (1.093)	3.222 (1.302)
Self-determining loners	3.350 (1.226)	3.400 (1.429)	4.286 (1.007)	2.250 (1.209)	2.000 (1.202)	3.350 (1.089)
Social recreators	3.226 (1.309)	3.839 (1.241)	4.097 (0.944)	2.226 (1.146)	1.483 (0.811)	3.613 (1.230)
Social non-reflectives	3.909 (1.045)	3.091 (1.300)	4.364 (0.674)	1.818 (0.874)	2.091 (0.944)	3.818 (1.601)
F-ratio	1.888	0.885	0.817	1.164	1.794	1.723
p-value	.086	.508	.559	.329	.104	.119

[a] 1 = "not at all important"; 5 = "extremely important"

more so. Generally, among the types of information about which they were asked, information on the area's ecosystem appeared to be most important to all visitor segments with information on other destination sites in the NWT being least important overall.

Many of the sites within Nahanni National Park Reserve were visited by a vast majority of the visitors including Virginia Falls (97.7% visited the site), The Gate (96.3%), Deadmen Valley (92.0%), and Kraus Hotsprings (90.2%). For those sites that did show some variation in the numbers of visitors they attracted, none drew significantly more individuals from any one visitor segment (see Table 10). Although some differences do appear to be present in the table (e.g., Sunblood Mountain drew 100% of the *non-reflectives* and only 50% of the *family escapers*), these differences are not significant because of the relatively small group sizes.

As Table 11 illustrates, the visitor segments do not differ significantly with respect to whether or not they engaged in selected recreational activities while visiting the Park. The one reasonably reliable exception to this general observation is picnicking where the *self-determining loners* were significantly less involved in that activity than were the other six visitor segments. This is not entirely surprising given the social nature of picnicking and the low desire of this one group's members to have social contact during their visit. The activities not listed in Table 11 were participated in either by nearly everyone or by no one.

There were tremendous variations between the seven visitor segments in the mean expenditures they made on various categories of items associated with the trip (see Table 12). However, these differences cannot be regarded as significant because of the even greater variations in expenditures *within* the segments. In every instance save one (i.e., *self-determining loners'* expenditures on recreation), the standard deviation was greater than the mean indicating little homogeneity within the segments and highly skewed distributions of expenditures which tend to inflate the mean. Overall, the largest proportion of total expenditures was typically devoted to recreation which included outfitter and air charter fees.

In summary, the reasons for visiting the Park, the information used when planning the trip, the sites visited near and within the Park, the activities in which people engaged while in the Park, and the expenditures made did not show any significant differences among the seven visitor segments. These findings suggest that actual *behaviour* is not necessarily linked directly to the benefits sought.

Table 10
Selected Other Sites Visited While in Nahanni National Park Reserve

	Selected Other Sites Visited by Segments				
Visitor Segment	**Island Lakes/ Moores Springs Pct.**	**Glacier Lake Pct.**	**Rabbitkettle Hotsprings Pct.**	**Sunblood Mountain Pct.**	**Flat River Pct.**
Personal recreators	52.6	47.4	70.0	76.2	22.2
Teachers	42.1	15.8	70.0	80.0	50.0
Family escapers	31.8	22.7	70.8	50.0	38.1
Non-reflectives	50.0	50.0	50.0	100.0	50.0
Self-determining loners	23.5	18.8	47.4	52.4	50.0
Social recreators	25.0	18.5	62.1	75.0	46.2
Social non-reflectives	25.0	25.0	85.7	75.0	62.5
Chi square	5.734	7.639	5.037	9.606	5.568
p-value	.454	.266	.539	.142	.473

Table 11
Selected Activities in Which Visitor Segments Participated

Visitor Segment	Selected Activities Participated in by Visitor Segments						
	Art activs. Pct.	Backpacking Pct.	Climbing Pct.	Nature study Pct.	Picnicking Pct.	Fishing Pct.	Swimming Pct.
Personal recreators	26.1	42.1	50.0	68.2	62.5	41.7	42.3
Teachers	38.1	33.3	63.6	72.0	81.8	59.1	56.5
Family escapers	8.0	27.3	56.7	64.3	70.4	46.2	56.0
Non-reflectives	37.5	0.0	16.7	33.3	71.4	40.0	40.0
Self-determining loners	50.0	29.4	47.4	73.7	35.3	66.7	63.2
Social recreators	25.9	25.0	65.5	80.0	82.8	54.2	67.9
Social non-reflectives	0.0	25.0	66.7	75.0	75.0	75.0	60.0
Chi square	12.858	2.690	6.730	6.034	14.029	5.511	4.524
p-value	.045*	.847	.347	.419	.029*	.480	.606

* significant difference at the 0.05 level

Table 12
Mean Expenditures on the Trip in Selected Categories

	Expenditure Category			
	Food	Accommodation	Recreation	Transportation
Visitor Segment	Mean (Std.dev.)	Mean (Std.dev.)	Mean (Std.dev.)	Mean (Std.dev.)
Personal recreators	47.32 (59.50)	51.67 (69.68)	1,407.05 (1,409.18)	22.89 (50.09)
Teachers	76.30 (88.53)	72.10 (122.37)	1,001.36 (1,123.74)	134.67 (173.06)
Family escapers	47.83 (59.41)	34.26 (55.28)	1,285.00 (1,370.85)	129.86 (233.65)
Non-reflectives	15.75 (19.05)	13.75 (38.89)	155.86 (206.30)	112.29 (145.15)
Self-determining loners	37.94 (46.08)	30.00 (44.12)	1,229.27 (1,219.73)	126.94 (141.07)
Social recreators	52.61 (56.75)	45.93 (65.02)	1,397.43 (1,495.18)	82.96 (160.66)
Social non-reflectives	80.63 (96.38)	44.38 (72.08)	747.00 (952.97)	54.29 (73.90)
F-ratio	1.396	0.915	1.221	1.231
p-value	.222	.487	.301	.296

3.4.3 Opinions Regarding Development and Management Initiatives. When the visitors were asked to indicate which of a number of future developments and management initiatives they felt were important to Nahanni National Park Reserve, they most often reported support for providing a more complete river guide (37.1% supported this initiative), for placing restrictions on the number of day-users admitted to the Park (36.3%), and for requiring river users to reserve times on the river to prevent overcrowding (34.7%). These two latter observations are not surprising because slightly more than half of the visitors (51.5%) felt that they experienced feelings of being overcrowded while on their trip.

When the visitor segments were compared with respect to these initiatives, no significant differences were revealed (see Table 13). Apparently, the seven visitor segments share similar views with respect to how important each of the developments and management initiatives are to the future of the Park. This pattern also held true for each of the other questions concerning overcrowding, the need for river patrols, the presence of aircraft, and so on. (*Note*: the significant difference reported in Table 13 with respect to the *social non-reflectives'* greater desire for a more complete river guide must be regarded with caution due to the small number of segment members responding to this question -- 10).

3.4.4 Overall Satisfaction with the Nahanni National Park Reserve Experience. The visitors to the Park -- regardless of which visitor segment they were members -- were generally satisfied with their experience. The majority of items they rated on 5-point scales with 5 indicating "very satisfied" had mean values higher than 4.0. Consequently, in those few instances where significant differences were revealed among the visitor segments on selected aspects of the Park experience, the differences were typically due to variations in the levels of *satisfaction* and not due to any one group being *dissatisfied*.

For example, when asked to rate their satisfaction with a variety of development features at Virginia Falls, the individuals in all seven visitor segments reported mean levels of satisfaction generally well above the midpoint on the 5-point scale (see Table 14). The development feature with the lowest overall rating was the washroom facilities with a mean of 3.608 (s.d.=1.071), again suggesting that any differences among the visitor segments should be regarded as relative. Significant differences were found in the visitor segments' mean satisfaction ratings of the boat dock (F=2.833; p=.013) and the eating areas (F=2.303; p=.038), and in both instances, it appears to be due to the lower mean ratings of the *non-reflectives* segment. The individuals in this segment are less interested in opportunities that contribute

Table 13
Development and Management Initiatives Supported by Visitor Segments

	Development and Management Initiatives							
Visitor Segment	Day use sites Pct.	Display panels Pct.	Restrict day user Pct.	Trail system Pct.	River patrols Pct.	Develop camps Pct.	Reserve time Pct.	River guide Pct.
Personal recreators	4.0	20.0	48.0	20.0	4.0	4.0	40.0	32.0
Teachers	14.8	25.9	40.7	25.9	11.1	11.1	33.3	25.9
Family escapers	6.9	24.1	34.5	37.9	10.3	13.8	37.9	37.9
Non-reflectives	0.0	50.0	25.0	62.5	0.0	0.0	25.0	50.0
Self-determining loners	0.0	9.5	27.3	19.0	14.3	14.3	42.9	52.4
Social recreators	10.0	10.0	40.0	30.0	10.0	6.7	46.7	26.7
Social non-reflectives	0.0	40.0	40.0	10.0	0.0	0.0	20.0	90.0
Chi square	6.491	10.537	3.020	9.495	3.608	4.552	3.408	17.355
p-value	.371	.104	.806	.148	.730	.602	.756	.008

* significant difference at the 0.05 level

Table 14
Mean Level of Satisfaction Among Visitor Segments With Development at Virginia Falls

	Satisfaction with Development Features at Virginia Falls[a]						
	Campground facilities	Boat dock	Plane landing site	Portage boardwalks	Interpretive kiosk	Washroom facilities	Eating areas
Visitor Segment	Mean (Std.dev.)	Mean (Std.dev.)	Mean (Std.dev.)	Mean (Std.dev.)	Mean (Std.dev.)	Mean (Std.dev.)	Mean (Std.dev.)
Personal recreators	3.783 (1.278)	4.381 (0.590)	4.400 (0.598)	4.464 (0.508)	3.667 (1.129)	3.654 (1.164)	3.913 (1.041)
Teachers	4.240 (0.879)	4.458 (0.658)	4.000 (1.054)	4.308 (0.838)	4.042 (0.751)	3.958 (0.955)	4.167 (0.817)
Family escapers	4.103 (0.772)	3.926 (0.917)	4.136 (0.941)	4.375 (0.554)	3.600 (1.037)	3.613 (1.054)	4.074 (0.730)
Non-reflectives	3.667 (1.366)	3.714 (1.380)	3.714 (1.380)	3.889 (1.453)	3.000 (1.265)	3.000 (1.309)	3.167 (1.169)
Self-determining loners	4.273 (0.703)	4.474 (0.513)	4.000 (1.054)	4.500 (0.512)	3.529 (1.179)	3.455 (1.101)	4.471 (0.624)
Social recreators	4.233 (0.568)	4.419 (0.564)	4.360 (0.700)	4.515 (0.667)	3.923 (0.560)	3.645 (0.950)	4.207 (0.726)
Social non-reflectives	4.273 (0.905)	4.546 (0.522)	4.500 (0.535)	4.364 (0.674)	3.444 (1.333)	3.364 (1.206)	4.111 (0.333)
F-ratio **p-value**	1.148 .338	2.833 .013*	1.089 .374	1.153 .334	1.443 .203	1.044 .340	2.303 .038*

[a] 1 = "very dissatisfied"; 2 = "dissatisfied"; 3 = "don't know"; 4 = "satisfied"; 5 = "very satisfied"

* significant difference at the 0.05 level

to their overall well-being, and therefore, they may simply be rather indifferent in their ratings on such features. Interestingly, this segment's ratings were the lowest on every development feature indicating a possible response pattern for this group, and not a "real" difference in their satisfaction with these features.

With respect to their overall experience in Nahanni National Park Reserve, every visitor segment had a mean rating of 4.5 or higher on a 5-point scale where 5 indicated "very good" (see Table 15). Nevertheless, these high ratings were sufficiently dissimilar to be almost statistically, significantly different (F=2.123; p=.054). However, the question is really whether this represents a *practical* difference among the groups and the answer is very likely "no". It appears that the experience obtained by all seven visitor segments was quite good and that their expectations -- based on the benefits they seek from their visit -- were met.

Table 15
Overall Level of Satisfaction
With Nahanni National Park Reserve Experience

Visitor Segment	n	Mean[a]	Std. dev.
Personal recreators	28	4.821	0.390
Teachers	28	4.500	1.072
Family escapers	30	4.900	0.305
Non-reflectives	9	4.667	0.500
Self-determining loners	22	4.864	0.468
Social recreators	34	4.941	0.239
Social non-reflectives	11	4.909	0.302

$F_{6,155} = 2.123; p = .054$

[a] 1 = "very bad"
2 = "bad"
3 = "neither bad nor good"
4 = "good"
5 = "very good"

4.0 CONCLUDING OBSERVATION

Each of the seven visitor segments revealed in this study seeks quite different benefits from the visit to Nahanni National Park Reserve, yet they do not appear to differ significantly with respect to several other characteristics such as demographics, trip planning and site visitation behaviour, expenditures, or satisfaction derived from the experience. However, even though these unique groups come seeking *different benefits*, it appears they derive a satisfying experience from their involvement in many of the *same behaviours*. This is likely due, in part, on the nature of the unique Nahanni experience which is unlike the experience expected and ultimately derived by visitors to another more accessible park such as Banff or Pelee. Consequently, the question may be, to what extent can we provide and manage opportunities for experiences that address *all* the benefits sought by the visitors?